

Spring 2025 Souvenir Edition

The specialist international magazine for theme parks and FECs

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On the Cover
MENA Region &
Water Park Report

Feature
The Evolution of
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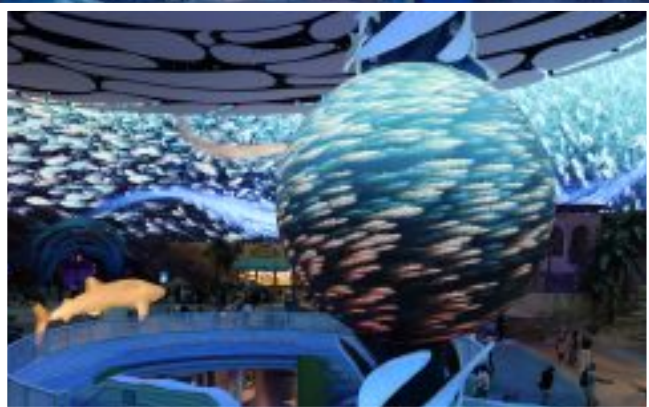
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Celebrating 30 Years of InterPark

This year, InterPark celebrates its 30th anniversary in print! In a world that's increasingly digital, we wanted to mark this milestone by offering our readers something special—four unique editions that will be treasured for years to come. These editions are more than just magazines; they're a tribute to the people, innovations, and companies that have helped shape this incredible industry and bring countless children's dreams to life.

In this first edition, we're focusing on the exciting developments in the MENA region, the growth of water parks, and the latest advances in dark ride technology. Throughout the year, we'll also share memories from past industry events, reconnect with old friends, and celebrate our Pearl Anniversary.

Each edition will feature a selection of photographs from our archives, including many familiar faces. We've chosen not to name everyone or list the events, so we invite you to look closely and see if you can spot people you know. You might recognise friends and colleagues—some who have retired, others who are no longer with us, and some youthful versions of familiar industry figures.

Here's to the past, present, and future of the industry we all love.

John Fosterbrooke

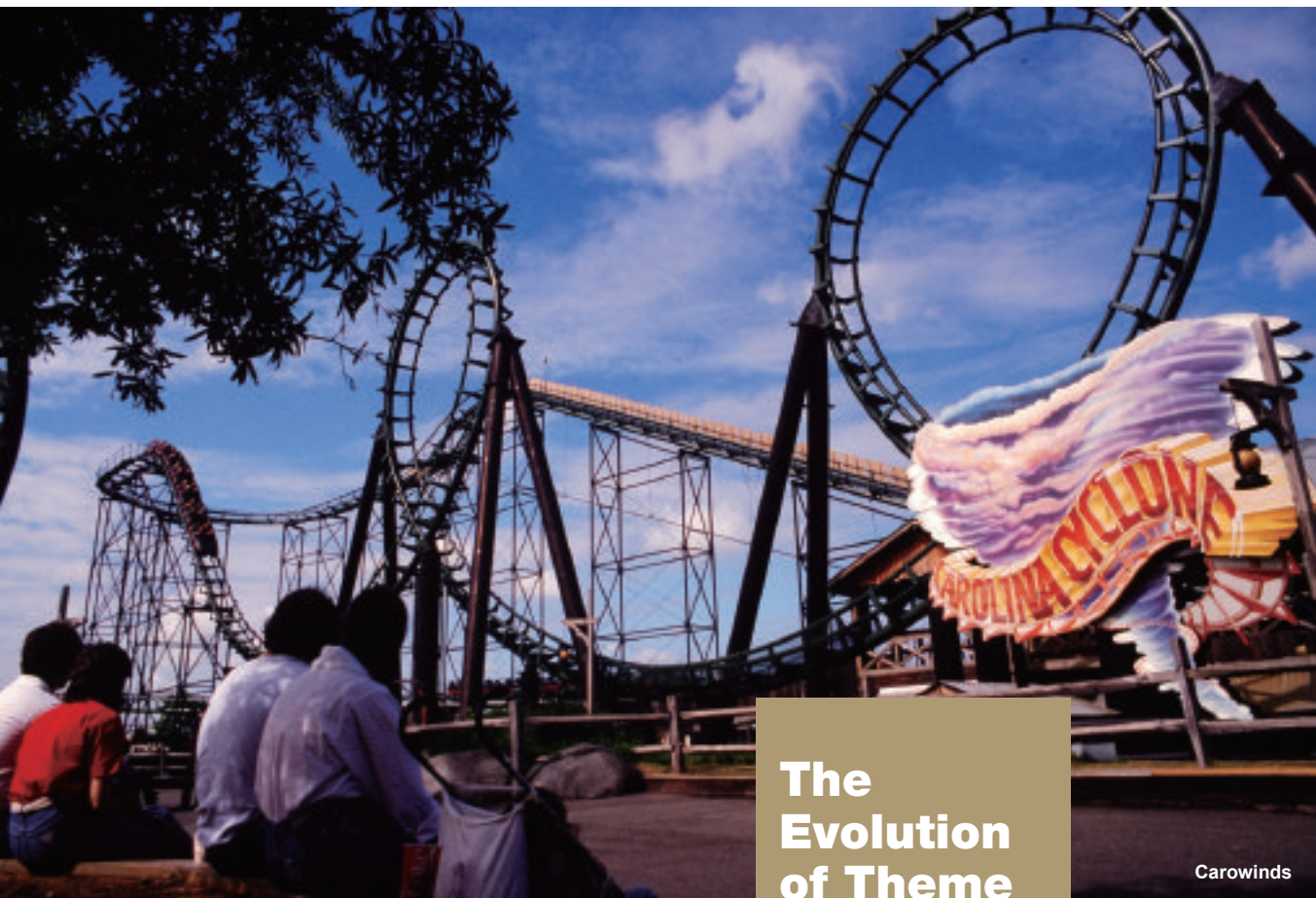
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The Evolution of Theme Parks

Carowinds

30 Years of Thrills, Tech, and Storytelling

Over the past 30 years, the theme park industry has undergone a remarkable transformation. From humble roots focused on rides and bright lights to immersive, story-driven worlds powered by cutting-edge technology, today's parks are a masterclass in creativity, engineering, and guest experience. This evolution would not be possible without the companies within this magazine. So, let's take a nostalgic look back at how our industry has evolved since the 1990s.

From Coasters to Characters: Rethinking the Ride Experience

In the 1990s, the thrill ride race was in full swing. Parks competed for the tallest, fastest, and most intense roller coasters. US parks, Cedar Point in Ohio and Six Flags Magic Mountain in California became known for their coaster collections. Manufacturers like Bolliger&Mabillard (B&M) and Intamin led the

charge with innovations such as inverted coasters (e.g. Batman: The Ride, 1992) and hypercoasters (e.g. Millennium Force, 2000).

Fast forward to today, and while thrills are still a key part of the mix, storytelling has become just as important. Take Universal's VelociCoaster (2021), designed by Intamin, which blends thrilling launches and inversions with detailed theming from the Jurassic

World franchise. Disney's Guardians of the Galaxy: Cosmic Rewind (2022), built by Vekoma, takes this even further with rotating ride vehicles, synchronised audio, and seamless narrative integration.

Family-friendly rides have always been essential, but the last 30 years have seen them become more ambitious and inclusive. Instead of simple dark rides, we now have interactive adventures like SpongeBob's Crazy Carnival Ride! (Disney), featuring interactive competitive gameplay and ETF Ride Systems trusted trackless ride system – Mystic Mover vehicles.

Another example is Ninjago: The Ride at Legoland parks, where guests use hand gestures (thanks to tech from Triotech) to defeat enemies on screen. These attractions merge gameplay and storytelling, keeping families engaged across generations.



Theming and Storytelling

If there's one area where theme parks have made the biggest leap, it's immersive theming. In the '90s, theming was mostly surface-level. Today, entire lands transport visitors into alternate realities. Disney's Star Wars: Galaxy's Edge and Universal's The Wizarding World of Harry Potter are gold standards in this regard.

Set design, soundscapes, cast interactions, and even themed food all contribute to making guests feel like they're in another world. Companies like Thinkwell Group and Creative Works have helped design some of these rich environments for parks around the globe.



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 **MACKRIDES**



Moving the Masses in Style

Moving guests efficiently and with flair is another area of growth. Traditional park trains are still around, but many parks now use trackless ride systems and scenic transport methods. For example, Disney's Mickey & Minnie's Runaway Railway uses trackless technology developed by Walt Disney Imagineering to allow vehicles to move freely through changing environments.

Parks like Europa-Park in Germany have implemented monorails and boat systems that are both practical and themed, maintaining immersion while managing guest flow.

Sabino Canyon Recreation Area, in the US, upgraded its transportation offering to state-of-the-art all electric shuttles from specialists Severn Lamb in order to "enhance the visitor experience, improve operational efficiency and have a positive environmental impact." Dreamworld, Australia's largest theme park also turned to Severn Lamb to upgrade its narrow-gauge train offering to include accessibility, capacity and to maintain a nostalgic aesthetic while incorporating updated safety features.

Interactive Attractions

Interactivity has exploded in recent years. RFID wristbands and smartphone apps now let guests play games, unlock content, and influence their surroundings. Universal's TapuTapu system at Volcano Bay lets visitors reserve ride times, trigger effects, and open lockers with a tap.

Meanwhile, Disney's MagicBand+ and the Play Disney Parks app enhance engagement with activities and achievements tied to the environment.

VR and AR have found their place in the theme park world, though adoption has been selective. Six Flags experimented with VR coaster overlays using Samsung Gear VR headsets, while Europa-Park integrated AR via its YULLBE experience, created by MackNeXT.

The success of these technologies often depends on execution and hygiene concerns, but when done right, they can add remarkable depth. AR-enhanced scavenger hunts and guided tours are becoming increasingly common.

Audio Visual techniques and technology have come into their own too in more recent years. When Merlin Magic Making wanted to bring their plans to life for the terrifying background story to Wicker Man (GCII's wooden coaster at Alton Towers, UK) they turned to Holovis for its expertise in integrating complex AV, digital, show and media across the attraction.



Alton Towers



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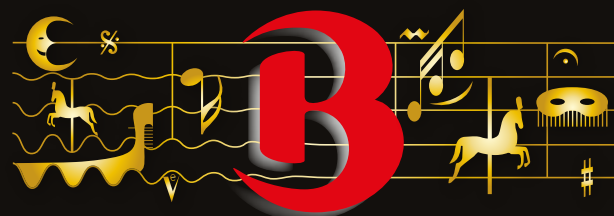
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Water Rides and Flume Innovations

Water rides have seen both technological and storytelling upgrades. Classic log flumes are now narrative-driven experiences. For example, the reimagined Valhalla at Blackpool Pleasure Beach, a dramatic, effects-heavy flume ride with theming throughout, (you can read David Whitworth's full article in our Sept/Oct 2023 edition), or Universal's Jurassic Park River Adventure, combining animatronics with water thrills.

Manufacturers like Hafema and WhiteWater West have developed new ride systems like spinning rapids and hybrid water coasters. These innovations provide higher capacity and greater theming potential. Meanwhile intrepid adventurers who brave the perils of Angkor at PortAventura, Spain, use water guns to keep the wildlife at bay, all thanks to Mack Rides' Interactive Boat Ride system.

Next-Gen Ride Systems

Perhaps one of the most significant leaps in ride technology has been the use of robotic arms and custom motion bases. Harry Potter and the Forbidden Journey uses KUKA robotic arm technology to simulate flying through Hogwarts. This ride, developed by Universal Creative in partnership with Dynamic Attractions, pushed the boundaries of what motion simulators could do.

Dynamic Attractions has also supplied systems for Soarin' Over the World and other flying theatres, giving guests smooth, expansive views of digital environments.

Next-Gen ride systems and flying theatres have moved visitor expectations forwards too, rides such as Flight of the Sky Lion at Legoland Windsor Resort in the UK pushed the envelope thanks to Brogent Technologies, who supplied the first flying theatre to the UK.



The Future Is Now

Thirty years ago, a thrilling drop or loop was enough to wow guests. Today, visitors expect a seamless blend of storytelling, technology, and interactivity. Ride manufacturers like Intamin, Vekoma, B&M, and Mack Rides continue to push the envelope, while creative firms and tech developers shape unforgettable experiences.

As parks invest more in immersive lands, smart technology, and multi-generational appeal, one thing is clear: the theme park of tomorrow is already here — and it's only going to get more exciting.

Attractions That Have Stood the Test of Time

In an industry driven by innovation and ever-evolving technology, it's remarkable how some theme park attractions continue to captivate guest's decade after decade. These enduring rides not only define the character of the parks they inhabit but also offer a nostalgic bridge between generations. While state-of-the-art coasters and immersive media-based experiences dominate headlines, a select group of classic attractions remain as popular today as they were 30 years ago—or more.

One of the most iconic examples is Disneyland's Haunted Mansion, which first opened in 1969 and continues to be a cornerstone of Disney parks worldwide. Blending practical effects with theatrical storytelling, the ride was manufactured by Arrow Development, a California-based company that played a crucial role in early Disney ride systems. With its ominous voiceovers, clever illusions, and gently gliding Doom Buggies, the Haunted Mansion has achieved cult status and continues to attract millions of visitors annually at locations in California, Florida, Tokyo, and Paris.

Equally enduring is Pirates of the Caribbean, another Disney staple originally debuted at Disneyland in 1967. This water-based dark ride, also developed in partnership with Arrow Development, showcases intricate animatronics and lavish sets. Despite being over half a century old, the attraction has remained relevant through periodic updates, including the integration of characters from the blockbuster film series it inspired.

Outside the Disney sphere, it's a Small World deserves a mention. Known for its catchy tune and message of global unity, the attraction

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was originally created by WED Enterprises for the 1964-65 New York World's Fair before being relocated to Disneyland. Its combination of whimsical design and timeless theme has proven universally appealing.

Meanwhile, in the world of thrills, The Big One at Blackpool Pleasure Beach in the UK has retained its title as a crowd-puller since it opened in 1994. At the time, it was the tallest and steepest roller coaster in the world. Manufactured by Arrow Dynamics (successor to Arrow Development), it remains a highlight of the British seaside park, offering panoramic views and adrenaline-pumping drops that continue to tempt in new generations, just ask our news editor, David Whitworth who grew up in Blackpool and spent pocket money there every weekend during warmer seasons!

Similarly, Space Mountain—found in several Disney parks—has been drawing guests since the original opened in Florida in 1975. Combining high-speed roller coaster elements with a dark, interstellar theme, it was manufactured by Dutch ride firm Vekoma. Despite numerous refurbishments and overlays, the core experience of racing through the cosmos has remained largely unchanged, and no less thrilling.

Then there's Thunderhead a celebrated wooden roller coaster located in the Timber Canyon area of Dollywood, manufactured by Great Coasters International. Thunderhead opened on April 3, 2004, as the flagship attraction of the newly introduced Thunderhead Gap section. Whilst it brings all the nostalgia of a traditional woodie, the use of GCII's Millennium Flyer trains gives a state-of-the-art experience for riders. Thunderhead has consistently been recognised among the top wooden roller coasters globally.

The staying power of these attractions isn't accidental. They were built with storytelling, craftsmanship, and emotional connection at their core. As were a multitude of attractions, which exemplify the saying "you can't improve on perfection" such as Bertazzon's carousels, RDC's bumper cars and the ubiquitous Dotto Road Train people mover.

While technology will always push the industry forward, these beloved rides prove that a well-designed experience can truly be timeless.

The Magic of Theme Parks In 2025

Inside the innovation, imagination, and impact of the world's most exciting destinations.

From magnetic roller coasters to entire lands dedicated to your favourite movie franchises, theme parks have become immersive, tech-powered dreamscapes that blend storytelling, technology, and hospitality on a massive scale. Regular readers of InterPark will have witnessed this transition with us and many of you are the operators, people and creative companies who are responsible for where the industry stands now. So, let's take a look at how the modern theme park of today is evolving—and why it's more exciting (and sophisticated) than ever.

Where Technology Meets Thrills

Today's rides aren't just about speed and loops—they're engineering marvels. Parks are pushing boundaries with magnetic launch systems like Intamin's lightning-fast technology (Top Thrill Dragster), and trackless ride vehicles that turn every turn into a surprise, as seen at Walibi Belgium's Popcorn Revenge.

Virtual reality? Augmented reality? Parks are on it. Six Flags took roller coasters into another dimension by handing out VR headsets, and Disney turned wait times into playtime with its AR-powered Play Disney Parks app, transforming lines into scavenger hunts and mini-games.





Universal Studios

The Art of Storytelling

Gone are the days of rides slapped together around a loose theme. Now, it's all about narrative. Theme parks are creating fully realised worlds, like Pandora – The World of Avatar at Disney's Animal Kingdom, where floating mountains and bioluminescent plants transport you to another planet. Or Universal's Wizarding World of Harry

Potter, where you can sip Butterbeer in Hogsmeade and cast spells with a wand.

Movie franchises are the lifeblood of these experiences. Disney's Galaxy's Edge lets you pilot the Millennium Falcon, while Super Nintendo World in Japan gives you a Power-Up Band and plunges you straight into the Mario universe.

Parks Without Borders

Theme parks aren't just a Western phenomenon anymore. They're booming worldwide—especially in Asia. Take Shanghai Disneyland, where futuristic attractions like the Tron Lightcycle Power Run redefine the coaster experience, or Chimelong Ocean Kingdom in China, one of the largest marine parks on Earth.

Meanwhile, regional parks are leaning into local culture and tastes.

Germany's Europa-Park offers a tour of Europe in one day, with themed areas from Italy to Iceland. In Abu Dhabi, Ferrari World delivers high-octane thrills with the world's fastest coaster, (at the time of writing) Formula Rossa.



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Greener, Cleaner, Smarter

Theme parks are getting serious about sustainability. Disney built massive solar farms—including one shaped like the Mickey Mouse logo—to help power its operations. Over in the Netherlands, Efteling is leading the way with geothermal heating and a goal of carbon neutrality by 2030.

Eco-conscious design is also becoming the norm. Legoland Florida incorporates recycled materials and water-saving systems, while Discovery Cove in Orlando blends conservation with entertainment, offering serene dolphin encounters and coral reef exhibits.

The Age of the Personalised Park Visit

Forget one-size-fits-all. Now, parks are all about personalisation. Disney's MagicBand lets you enter your hotel room, buy lunch, and hop on your next ride—all with a flick of the wrist. Universal's Virtual Line system lets you book ride times from your phone, so you spend less time waiting and more time exploring.

Want a VIP experience? Private tours offer custom itineraries and front-of-the-line access. And for a magical meal, try character dining—like breakfast with Cinderella in her castle.

Safety and Accessibility Take Centre Stage

Modern parks are engineered with safety and inclusivity in mind. Real-time ride monitoring systems at places like Cedar Point ensure smooth operations, while pandemic-era protocols—like contactless payments

and enhanced cleaning—have stuck around to improve hygiene across the board.

Inclusivity is also a growing focus. Disney's Disability Access Service (DAS) helps guests with disabilities enjoy rides without waiting in traditional lines, and sensory-friendly parks like Sesame Place offer quiet rooms and tools for guests with autism.

Big Business, Big Impact

Theme parks aren't just fun—they're economic powerhouses. Walt Disney World alone is one of Florida's largest employers and pumps billions into the local economy each year. In Japan, Universal Studios has helped transform Osaka into a major tourist hub.

Competition is fierce, and parks are constantly reinventing themselves. Seasonal events like Halloween Horror Nights and Mickey's Not-So-Scary Halloween Party pull in crowds with limited-time magic. And new rides like Disney's Guardians of the Galaxy: Cosmic Rewind or Universal's Veloci Coaster keep adrenaline junkies coming back.



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How Global Events Changed the Game

The COVID-19 pandemic forced parks to adapt fast—and many of those changes stuck. Virtual queues, mobile ordering, and touchless pay are now common. Parks also embraced outdoor entertainment and virtual events, like Disney's livestreamed 50th Anniversary celebration.

The upside? A more flexible, forward-thinking industry that's better prepared for whatever comes next.



Beyond the Rides: Resorts and Shows

Today's parks aren't just day trips—they're full-blown resorts. Stay at Disney's Grand Floridian for luxury accommodations and fine dining or check into Universal's Cabana Bay for retro vibes and poolside relaxation.

And don't skip the shows. Disney's Festival of the Lion King delivers Broadway-level spectacle, while Universal's night-time Cinematic Celebration lights up the sky with music, fireworks, and movie magic.

Powered by Data

Behind the scenes, theme parks are using data to make everything smoother. Disney's MyMagic+ system tracks visitor behaviour to improve crowd flow and personalise experiences. Parks like Cedar Fair use real-time analytics to reduce wait times and plan maintenance before issues arise.

And yes, pricing is smart now too—dynamic ticket prices help balance crowds based on demand, making visits more comfortable for everyone.

The Evolution of Fun

Today's theme parks are more than rides and merchandise—they're dynamic, tech-savvy, and story-rich destinations built to surprise, delight, and evolve with the times. In the following pages we're going to point a spotlight on the backstories to a selection of companies that have made all this magic possible. While most of them will be familiar to readers, as they've been reported on by InterPark for decades, this time we're taking a deeper look into their origins and growth. Some were already industry legends when InterPark first went to press back in 1995, while others have grown from humble beginnings into the international concerns they are today. It's been our pleasure to follow all of their success and share the magic of their work with you. One thing's for sure: the magic has never been more real. And as the industry continues to innovate and expand, blending nostalgia with next-gen creativity, we're reminded that the evolution of fun is far from over—it's only just beginning. 🎢





The Amusement Park and Theme Park Industry

A Historical Look at the Ride Manufacturer and Supplier Impact

By Dennis Speigel

The amusement and theme park industry has long been a cornerstone of family entertainment, with the thrilling rides and immersive attractions captivating guests for generations. Half a century ago, the foundation of this industry was laid by pioneering ride manufacturers who not only created groundbreaking attractions but also shaped the very essence of the theme park experience. Among the most notable names of the era were Arrow Development and Intamin, whose contributions were instrumental in defining the modern amusement park landscape.

Arrow Development: The American Trailblazer

Founded in 1946 and based in Mountain View, California, USA, Arrow Development quickly rose to prominence as the go-to ride supplier for the burgeoning American theme park scene. Specialising in roller coasters, turnpike rides, and log flumes, Arrow played a pivotal role in creating some of the most iconic attractions of the time.

A significant milestone in Arrow's history was its involvement in supplying rides to the 1964 New York



World's Fair, an event that showcased the latest advancements in technology and entertainment. The company's reputation for innovation and quality soon caught the attention of Walt Disney, leading to a fruitful collaboration that saw Arrow developing ride systems for Disneyland. Among its most famous creations were the Mad Tea Party, King Arthur's Carousel, and the Casey Jr. Circus Train, all of which remain beloved classics to this day.

As the theme park industry expanded, Arrow Development became a key supplier to Six Flags parks in the USA, including Six Flags Over Texas and Six Flags Over Georgia. The company's influence extended to other rapidly growing parks across the country, such as Kings Island, Kings Dominion, Carowinds, the Marriott's Great America parks in Illinois and California, and Worlds of Fun in Kansas City. With Ron Toomer at the helm of the innovative designs, Arrow Development cemented its legacy as a trailblazer in ride manufacturing.

Intamin: The European Innovator

While Arrow Development was making waves (with log flumes) in the United States, Intamin was emerging as a major force in the European ride manufacturing scene. Established in Zurich, Switzerland, in the early 1960s, Intamin quickly gained recognition for its cutting-edge designs and bold approach to ride engineering.



Intamin's early contributions included the Oil Derrick observation tower at Six Flags Over Texas and the parachute drop rides at both the Texas and Georgia Six Flags parks. It also supplied the iconic Eiffel Towers at Kings Island and Kings Dominion — towering structures that became central focal points for all of these parks, symbolising the company's grandeur and ambition in this emerging industry.

The driving forces behind Intamin's rise were Reinhold Spieldiener, Curt Lucas, and Ali Saiko, supported by senior partner Robert Spieldiener. Their creative vision and technical expertise propelled Intamin into the spotlight, and it soon became a dominant name in the industry, continually pushing the boundaries of ride technology.

Global Expansion: The Rise of Other Ride Manufacturers

As the theme park industry continued its explosive growth, other ride manufacturers entered the scene, contributing to the ever-expanding array of thrilling attractions. Mack Rides, based in Rust, Germany, evolved into a powerhouse supplier, offering a wide range of rides from family-friendly experiences to adrenaline-pumping roller coasters. Zamperla of Italy followed a similar trajectory, starting with kiddie rides before expanding its portfolio to include larger attractions catering to teens and adults.

The late 1970s and 1980s also saw the emergence of Bolliger and Mabillard (B&M), whose roller coasters became synonymous with innovation, smoothness, and high-quality engineering. Meanwhile, Huss Rides, led by the charismatic Klaus Huss, gained a reputation for bold and imaginative ride designs.

In the United States, historic companies like Eli Bridge and Lusse Brothers made their mark with classic carnival attractions, such as Ferris wheels and bumper cars. The Philadelphia Toboggan Company also played a vital role, designing roller coasters and handcrafting carousels that are still cherished by parks worldwide.

Alongside the rise of ride manufacturers, the booming theme park industry recognised the need for Consulting and Operations Expertise in operations and design. In 1983, my company, International Theme Park Services (ITPS) was established to provide consulting services for planning, organising, and managing theme parks — not only in the United States but also internationally. Our work ensured that the hardware side of the business was complemented by sound operational systems and programme strategies.

Another key player was Leisure and Recreation Concepts (LARC), a consulting firm that I often found myself competing with to offer design and operational guidance to theme parks. As the industry matured, these consulting services became indispensable, helping parks maximise guest satisfaction, streamline operations, and boosting profitability.

Despite the fierce competition among ride manufacturers and consulting firms, one principle has always united the industry - and that's, safety. From the early days to the present, the sharing of safety practices and innovations has remained a hallmark of the amusement park community. While trade secrets surrounding design, technology, and pricing

were closely guarded, safety knowledge was openly exchanged for the collective good of the industry. It still is through IAAPA (International Association of Amusement Parks & Attractions) programs and others such as AIMS (Amusement Industry Manufacturers and Suppliers), NAARSO (National Association of Amusement Ride Safety Officials), or TÜV SÜD (the Munich-based technical inspection association providing testing and certification of amusement rides).

Technological advancements have continually raised the bar for guest experiences, with ride manufacturers and suppliers striving to outdo themselves with each new creation. From Disney's groundbreaking audio-animatronics, showcased at the 1964 World's Fair with the Abraham Lincoln exhibit, to Arrow Development's debut of the log flume ride at Six Flags Over Texas in 1963, innovation has always been at the heart of the industry. Today, the new Universal Epic Universe theme park (Orlando, Florida, USA) is completing its final stages of construction and is expected to introduce some of the newest technological rides and attractions ever offered in the industry!

Seventy years into our industry, the manufacturing and supplier (M&S) segment remains the backbone of the theme park industry. These companies — both longstanding giants and emerging innovators — work tirelessly to deliver ever-more thrilling, immersive, and safe attractions. Attending an IAAPA trade show offers a firsthand glimpse into the strength and creativity of the M&S community, a testament to their enduring importance.

The theme park industry's remarkable growth over the past 50 years would not have been possible without the vision, talent, and dedication of the ride manufacturers and suppliers. Their innovations have brought joy to millions of guests worldwide, and as technology continues to evolve, we can only imagine the exciting experiences that await us in the future. **RIDE ON!** 🎢

ABOUT ITPS

"WHERE FUN IS A SERIOUS BUSINESS." This is our guiding principle. ITPS has delivered analytical, operational, and planning expertise to over 500 projects in 55 countries since 1983. Founded by industry icon Dennis Spiegel, ITPS combines recognised business principles with matchless industry strategies to create extraordinary operations. From feasibility analysis to operations planning and business valuations, ITPS delivers data-driven insights and practical solutions that save you time and money, maximising your attraction's potential. Reach out to us at itps@interthemepark.com and discover why we set the standard for industry excellence.



Europa Park

The Inspiring History of **Mack Rides** and the Promise of Future Attractions

Mack Rides is a name that reverberates through the history of engineering brilliance, synonymous with the joy and laughter of families who have enjoyed its creations. The company stands at a pivotal moment, having built a legacy of innovation and quality in the amusement industry, and now looking ahead to elevate the thrill of the ride experience even further in the years to come. This is the story of Mack Rides' inspiring past, its ongoing influence on each attraction it creates, and its steadfast commitment to guest satisfaction and premium entertainment.

From the delighted squeals of children on their first roller coaster to the awe-struck expressions of thrill-seekers experiencing record-breaking launches, Mack Rides creates memories designed to last a lifetime. As the story of Mack Rides unfolds, one can imagine the exhilaration, the thrills, and the smiles that define its experience—and envision how the future of parks around the world might be shaped by the company.

The Heritage of Mack Rides

The Mack family's journey began in the late 18th century, when they began crafting stagecoaches and agricultural wagons in Waldkirch, Germany, near the Black Forest. As the 19th and early 20th centuries saw a rising demand for travelling showman wagons and portable rides, the Mack family expanded their focus.

By the 20th century, figures like Heinrich Mack and Franz Mack recognised the increasing demand for permanent amusement attractions. Under Franz's leadership, Mack Rides expanded beyond supplying travelling fairs and moved into large-scale amusement park installations. This expansion reached its pinnacle in 1975 with the opening of Europa-Park, an innovative theme park founded by

Franz and his son Roland Mack. The connection between a cutting-edge manufacturing company and a world-class theme park remains a central hallmark of the Mack Rides brand. New rides debut at Europa-Park, allowing the company to refine them in a real operational environment.

Today, subsequent generations of the Mack family, like Michael and Thomas Mack, continue to push the envelope with creative designs and further globalise the brand. Despite its reach and modern approach, Mack Rides remains a family-run business, with a balance of tradition and innovation at the core of its success. This unique blend inspires trust from clients worldwide and fosters a close-knit company culture focused on people, passion, and performance.

Products that Stir Emotions and Spark Imagination

1. Roller Coasters: Iconic Thrills and Timeless Joy

When Mack Rides is mentioned, it is often the company's extensive portfolio of roller coasters that first comes to mind. Over the years, Mack has evolved from classic family coasters to massive steel thrill rides.

- **Family Coasters:** These coasters, featuring gentle curves and moderate speeds, cater to younger audiences. Parks like Nigloland in France and Parque Warner in Spain have used these coasters to introduce children to the excitement of rides. The result is delighted children creating lasting memories of their first big thrill.
- **Spinning Coasters:** Designed with repeatability in mind, these attractions feature twists and turns, as seen in rides like Sierra Sidewinder at Knott's Berry Farm. These fun, re-rideable experiences foster a playful environment, often with guests returning



again and again to enjoy the unpredictable spinning patterns. The ability to maintain steady throughput throughout the day adds to their value for operators.

- **Launch Coasters:** With the introduction of Blue Fire at Europa-Park, Mack showcased its expertise in magnetic launch technology. The exhilarating launch from zero to over 60mph, combined with smooth inversions and transitions, has kept thrill-seekers returning year after year. The success of Blue Fire has led to further developments of launch coaster experiences across the globe, providing new layers of surprise and narrative potential for park designers.
- **Mega and Hyper Coasters:** While Mack Rides is known for family-friendly rides, it has also made significant strides in larger-scale attractions like Silver Star at Europa-Park, which reaches impressive heights. For those brave enough, the dive from the top is an adrenaline-filled experience, while the sight of such massive engineering thrills spectators and calls them to experience it first-hand.



Europa Park

2. Dark Rides and Immersive Adventures

In today's theme park landscape, immersive storytelling plays a key role. Mack Rides has embraced advanced technology to create trackless dark rides that offer unprecedented freedom for designers. These rides allow for free-flow paths, carefully timed scenes, and interactive moments that deeply engage visitors. At Efteling in the Netherlands, dark rides powered by Mack Rides feature whimsical narratives and stunning visuals that elevate the emotional connection with guests.

Many of these dark rides also incorporate interactive gameplay, where riders can compete for the highest score or unlock additional story elements, enhancing the experience. For park operators, these innovative systems help distinguish attractions in an era dominated by high-tech immersive experiences and popular intellectual properties.

3. Water Rides: Splashes and Smiles

Water rides are among the most versatile attractions, catering to both families and thrill-seekers alike. Mack's range of log flumes, shoot-the-chute rides, and boat-based dark rides have become staples in parks worldwide, offering a refreshing break for summer crowds.

- **Water Coasters:** Combining the thrills of a coaster with the coolness of water, these rides offer an exhilarating combination of speed and splashing drops. Parks like Islands of Adventure in Orlando and several across China use water coasters to attract summer visitors, with creative theming that could range from jungle adventures to futuristic underwater escapades.
- **River Rapids:** Mack Rides also offers river rapids systems, where riders navigate winding waterways in large circular rafts. The unpredictable nature of these rides, with sudden dips and water splashes, creates an atmosphere of shared enjoyment. These attractions appeal to a broad demographic, making them ideal for parks looking to cater to multiple age groups.

4. Custom Solutions and Bespoke Engineering

Mack Rides prides itself on providing more than just off-the-shelf attractions. The company's custom solutions combine narrative, scenic design, and engineering expertise into one cohesive experience. A prime example is Arthur – The Ride at Europa-Park, where an inverted powered coaster moves seamlessly between indoor and outdoor sections, telling a captivating story about tiny forest creatures.

This unique ride merges the thrills of a coaster with the immersive qualities of a dark ride, demonstrating how Mack Rides adapts its technology to align with a park's creative vision.

These custom solutions are developed through close collaboration with park owners, creative directors, and brand licensors, ensuring that the final product is perfectly aligned with the park's theme and brand identity. Such tailored experiences create emotional connections with guests, leaving them with lasting memories of the attraction.

Mack Rides' Future

What sets Mack Rides apart is its commitment to meticulous German engineering, rigorous testing procedures, and exceptional after-sales support. The company's steel fabrication is subject to extensive quality checks, and advanced simulation tools are used to predict stress points, ensuring longevity even in high-demand areas. Additionally, an efficient parts and service team ensures quick replacements, minimising downtime.

Remaining a family-led business has allowed Mack Rides to forge personal, long-lasting partnerships with its clients. Many return to Mack because the company understands the intricacies of operating a park, insights gained not just from manufacturing rides but from running Europa-Park—one of Europe's most popular theme parks. This dual perspective enables Mack Rides to help clients choose the right attractions based on factors like capacity, demographics, site constraints, and budget, ensuring strong performance and a positive guest experience.

Innovation:


Mack Rides stays on top by investing in continuous R&D. From improving harness designs for maximum comfort to integrating advanced ride-and-show control systems, the company is constantly pushing the envelope. Having Europa-Park as a testing ground for new technologies provides Mack with the opportunity to refine concepts before introducing them to the wider market.

Ultimately, Mack Rides focuses on building emotional connections through its attractions. Whether it's a child's first thrilling ride or a family bonding over a splash-filled river rapids adventure, these experiences create lasting memories. Parks worldwide report high guest satisfaction with Mack's attractions, which contribute to strong loyalty and repeat visits.

A Shared Vision for Tomorrow

The legacy of Mack Rides is grounded in a passion for engineering excellence and a commitment to creating unforgettable guest experiences. From humble beginnings building stagecoaches to leading the way in innovative, cutting-edge attractions, the company has always placed the human experience at the forefront.

For those considering an investment in Mack Rides, the company offers more than just rides—it offers a partnership that respects the unique vision and needs of each park. With decades of engineering expertise, tested R&D, and an unwavering commitment to safety and customer satisfaction, Mack Rides ensures that every project results in thrilling, memorable experiences for guests.

Looking towards the future, Mack Rides is poised to lead the next wave of innovation in the industry, shaping attractions that will captivate visitors for generations. Through collaboration and shared vision, Mack Rides will continue to craft the experiences that define successful theme parks worldwide. 



Celebrating 21 Years of **Holovis**

Alton Towers

2025 is a big year for Holovis, as it celebrates its 21st birthday, and while it might just be 'coming of age', it's been 21 years of incredible growth and success for the company with its pioneering immersive and multisensory experiences and attractions.

Over those 21 years, Holovis has specialised in several market sectors, pivoting and expanding into new areas as it saw emerging markets and opportunities open up, allowing the company to leverage its cutting-edge technology-led solutions and capabilities. Holovis has grown to become a global leader in creating class-defining experiences and attractions worldwide, working on some of the most ambitious theme park projects and with the world's most prestigious entertainment clients worldwide. With specialist and dedicated teams in engineering, software, art, gaming and creative disciplines, Holovis continues to push the boundaries of innovation and redefine what the next generation of immersive experiences will be.

As Holovis reaches this major milestone, we take a look back at the key moments that shaped the company's journey, the innovations and projects that defined its success, and the vision guiding its future. From humble beginnings starting in the CEO's

brother's garden shed, to offices, manufacturing and innovation centres in the UK, US, UAE, KSA and China and leading some of the world's most groundbreaking themed entertainment projects, this is the story of Holovis.

Over the years, Holovis has been recognised with multiple industry accolades. Some of the most prestigious include the THEA Awards in 2021 for Super Nintendo World and Mario Kart Koopa's Challenge at Universal Studios Japan, as well as in 2023 for its park-wide AV and interactive game at SeaWorld Yas Island, Abu Dhabi.

The Early Years

Holovis was founded by Stuart Hetherington after initially working for MIRA, the Motor Industry



Research Association, and pioneering with his then boss, Joe Jurado, the use of early VR CAVE systems for automotive vehicle development and simulation. Stuart and Joe both left MIRA to work with immersive simulation technology in the early emerging markets including Oil & Gas Exploration, Higher Education & Research and Military Training & Simulation, before starting Holovis along with Stuart's brother, Paul, an IT Systems specialist. Their first office? A shed at the bottom of Paul's garden! When you're a start-up, you do whatever it takes on the road to success!

From this modest setup, they continued to develop high-end VR and visualisation offerings but needed a steady revenue to fund the work before landing their first major VR projects. So, they took on AV installation projects, specialising in optical projection solutions from dnp, and began installations in the retail sector with a digital display for a local estate agent's store front, having the honour of being the first ever Holovis project, paving the way for the incredible work it does to this day.

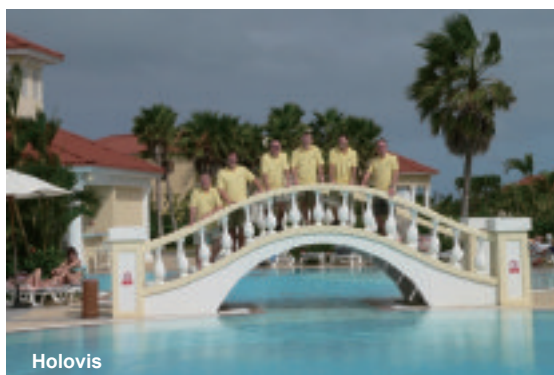
From these early beginnings, the company gradually picked up bigger and bigger AV projects and started to expand its value-add bringing more and more capabilities into the offerings. One of the company's first major projects was partnering with Sony and World Duty Free to supply unique and abstract large-

scale retail display screens across all of its UK airport stores. Projects like this helped Holovis to develop a keen understanding of multi-purpose, large-scale AV, with all the varied challenges that brings. During this time, the team also worked on projects designing the visitor centre for Liverpool's Capital of Culture, and this led to a long-standing relationship delivering AV solutions and content management services to the city for many years to come.

The challenges of growing your own business can often throw up unforeseen curve balls, that when approached with the right mindset, can become an opportunity. One early example was when the team landed a project for the BBC World Travel Awards, where they were asked to provide giant specialised rear-projection optical screens for use on the stage at the awards ceremony. During the negotiations, it became clear that the organisers didn't have the budget for what was needed, so rather than everyone lose out, Stuart negotiated a rather unique deal in return for supporting the event. The client sent the then six-person Holovis team on an all-expenses-paid trip to Cuba in lieu of payment! The team had an amazing week away, but also used the time together for daily strategy sessions at the resort planning the next stage of Holovis's growth and success.

With the company rapidly expanding its team and offering more complex AV solutions that included multi-channel projection, large screen 4K visualisation systems and dome theatres, the company also expanded into the cultural and heritage sector working on larger and larger projects including global touring events with clients including Canon and Sony. Holovis rapidly became a pioneer of complex dome projection technology, delivering dome solutions worldwide, including installations at New York's AMNH and delivering the world's first 3D planetarium in Sweden.

As Holovis continued to build its reputation, those early beginnings in advanced VR systems and the development work that had been going on behind the scenes, came to fruition when Holovis secured major enterprise contracts with industry giants including Jaguar Land Rover, McLaren, Lotus, SAIC and Saudi Aramco, delivering VR solutions to design and engineering studios including some of the worlds most advanced and highest resolution CAVEs and Power Walls, while working in partnership with the likes of Sony, Sun Microsystems, NVidia and Autodesk.





Expanding into Entertainment

After great success in the enterprise sector, Holovis continued to look for new growth opportunities in other emerging markets and gradually transitioned into the entertainment sector, leveraging its expertise in immersive, interactive and multi-sensory technology to create next-generation themed attractions and experiences.

By 2010 Andrew joined Holovis as Strategy Director and brought his extensive business sector experience to the company to support Stuart and Joe in scaling up and professionalising the business for the next stages of growth and the associated challenges that brings to a rapidly growing company.

At this time, they also worked on their first theme park project in Jakarta, in collaboration with Simworx, marking a significant turning point in Holovis' expansion into global entertainment.

Following this, the company strategically grew within themed entertainment, developing immersive media-based rides such as motion-domes and immersive tunnels for parks like Dubai Parks and Resorts, Bobbejaanland, and Ferrari World Abu Dhabi.

During this period the company rapidly expanded its staff, making many hires that remain in senior positions within the company to this day, and opened its new offices in Orlando, USA and in Shanghai, China.

The Last Decade: A Defining Era

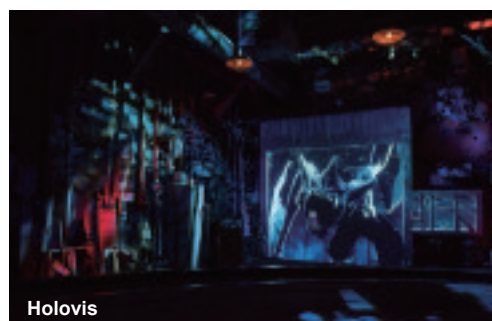
Since entering the themed entertainment industry, Holovis has spent the last decade delivering unique large-scale, story and data-driven, immersive and interactive attractions for top-tier clients globally. It has expanded into full turnkey attraction

design, assembling in-house teams of creative, artistic, software, game and app development and engineering expertise to deliver projects from concept to opening day to now taking on its own venue operations.

In addition to theme parks, Holovis has also expanded into the social gaming market. Its 360Golf product, launched in 2022, reinvents the game of mini-golf with automated smart stroke counting and course gamification, eliminating the need for score cards. Since its first installations at Level X and Butlins in the UK, on NCL cruise ships and with multiple locations currently being installed for a major client in the Middle East, 360Golf has become the leading smart mini-golf solution with further new projects to be announced in the US, China and GCC in Q2 2025.

Notable milestones include:

- 2015: Provided AV and creative services for the Mystic Timbers 'storytelling coaster' at Kings Island, working on, among other elements, the iconic "What's in the Shed" scene.
- 2015–2023: Multiple projects at Ferrari World Abu Dhabi, including Flying Aces and Mission Ferrari, where Holovis provided AV, media, and creative expertise. Its design work on Mission Ferrari, one



of the most ambitious SFX-storytelling coasters ever built, was an early example of a turnkey attraction, where they developed concept, media and AV.

- 2018: Created the immersive pre-show for Wicker Man at Alton Towers and provided media and AV for The Walking Dead: The Ride at Thorpe Park.
- 2020: Further international expansion, expanding its offices in Orlando, Shanghai, and Abu Dhabi. It also moved its UK headquarters to the historic Triumph Motorbike factory in Hinckley, Leicestershire, renaming it 'The Constellation.'
- 2021: The launch of Lego Factory Adventure Ride at Legoland New York, featuring Holovis' proprietary "HoloTrac" technology, which transforms guests into Lego Minifigures. This innovation won an IAAPA Brass Ring Award in its opening year and was another turnkey attraction, with Holovis providing concept, media, scenic, AV and of course, the all important HoloTrac magic.



- 2022: The debut of The Storm Coaster at Dubai Hills Mall, another full-concept Holovis design, featuring a pre-show complete with motion platform, LED screens, media content and attraction audio and lighting.
- 2023: One of the company's largest projects to date—SeaWorld Yas Island in Abu Dhabi. Holovis delivered full park-wide AV, including the world's largest 360° LED screen in the park's central hub, One Ocean. It also introduced the S•E•A Guardian



Games, an interactive experience that guides guests on a quest throughout the entire park.

- 2024/25: After three years joint partnership with Luoman, China's largest outdoor architectural lighting and design company, Luoman makes a major acquisition into Holovis and provides significant investment into the company for further strategic growth, including opening new offices in KSA, and in product and technology development, taking Holovis on to its next stage of growth and continued success.

What the future looks like

After 21 years, the Holovis success story still has many more chapters to be written and the future looks very exciting indeed! In 2025, the company is set to unveil what will be its most prestigious and single largest project to date - though details remain highly confidential for now. Beyond that, the order book is packed for the next five years for both its complex immersive AV solutions, through to its turnkey attractions and for its 360Golf products division, ensuring a very exciting future filled with even more groundbreaking experiences.

As Holovis continues to innovate and expand, the next 21 years promise to be just as thrilling as the first. Stay tuned for what's next!

Original founder Stuart Hetherington, who still leads the company as CEO, reflected on the journey so far, with excitement for what's still to come, adding: "The last 21 years of facilitating the growth and success of Holovis and in creating what it has become today has been one of the proudest achievements of my life. When asked what the secret to our success is? The answer is simple, we've surrounded ourselves with extraordinarily brilliant and passionate team members that live and breathe the Holovis values, and we've empowered them to innovate and grow with the company in creating incredible experiences. We will continue to push the boundaries of our creativity, storytelling and levels of multi-sensory immersion and interaction for our clients and their guests, and the upcoming years are looking to be our most exciting yet! Watch this space..." 📺

HISTORY VEKOMA



Vekoma distinguishes itself through a consistent eye for market opportunities. Challenges are turned into opportunities and potential for growth and this DNA has been woven into the company from day one. The origins of Vekoma hark back to 1926, when a local blacksmith founded his business in Vlodrop, central Limburg, in the Netherlands. Hendrik Op't Veld was a practicing blacksmith who also saw opportunities for applying his craft to building agricultural equipment, such as ploughs. He would often walk up and down the fields to inspect and refine the performance of his equipment, which earned him the nickname Veldkoning – or King of the Fields. This would eventually form the basis of the name VELDkONingMACHinefabrieken. In 1936, the company outgrew its premises and moved to a larger site on the Schaapweg in Vlodrop, where Vekoma still stands and continues to grow today.

The Switch

During the 1950s, and a period of rebuilding following the Second World War, the company was making more and more steel structures for, among others, Staatsmijnen (which in 1975 became Dutch State Mines, DSM). When work in the mining industry began to decline during the '60s, the company switched over to the then emerging petrochemicals industry, supplying many steel structures for this and other industries for many years to follow. When the steel industry began to decline, the new owner of the company, Mr Houben, sought out ways to generate more money from processed steel and obtained a license from American firm, Arrow, to build roller coasters for the European market.





Earliest roller coaster

Vekoma had already developed a Ferris wheel in the late '60s. Ten years later, Vekoma designed and built its very first roller coaster off the American license from Arrow. The second iteration – the Tornado – was built in 1979 in Belgium's Walibi. The ride had two characteristic corkscrews and provided visitors to Walibi with years of enjoyment. The ride remained operational for over 20 years, being dismantled and sold only as recently as 2002. In the meantime, product development at Vekoma continued relentlessly. With the construction of Python in the Netherlands theme park Efteling in 1981, Vekoma affirmed its place as a professional roller coaster manufacturer. Following this success, Vekoma focused increasingly on designing and constructing attractions, primarily roller coasters. Dealings with the petrochemical industry subsequently began to phase out, so that all the energy could be put to designing and manufacturing roller coasters.



New beginnings and continued growth

In September 2001, the Shiedam Offshore Equipment firm, Huisman (owned by brothers Joop and Henk Roodenburg) bought the business, which in turn saw investment into new developments and diversification. Under the leadership of main shareholder, Henk Roodenburg, the company grew further still, winning a large share in the global market partly thanks to the quality of its products. Continued growth and market power brought the company to the attention of Japan's Sansei Technologies, which was looking to expand its activities in the amusement industry and went on to buy the company. Since 2018, Vekoma Rides is part of the publicly traded Sansei Technologies Group of Companies, upholding a, by now, globally recognised name.


Building the future

Over the years, Vekoma has experienced significant growth, leading to changing logistical needs. Due to the lack of capacity, storage options, and the outdated nature of the current location, Vekoma decided to build the new Vekoma Campus on the former football field in Vl DROP.

The campus is renowned for its innovative and high-quality character, mirroring the products it produces. The campus is representative, functional, and reflects Vekoma's identity as "a progressive company focused on providing innovative and high-quality solutions to its customers." In a green, inspiring environment, the campus's role is to support connectivity between

employees and production processes. By the end of January, the first construction phase of the Vekoma Campus had been successfully completed. Thanks to a modern, comprehensively equipped warehouse, an assembly hall and centrally located rooms for staff functions, it will now be possible to work even more efficiently and innovatively in a future-oriented environment.

The new warehouse has been quadrupled and covers an area of over 3,000sqm, storage capacity and is equipped with modern, semi-automatic Kardex systems for material flow. The new assembly hall, which is 130-metres long and 28-metres wide, should now enable large projects to be completed more quickly. Five overhead cranes facilitate the assembly of heavy components. The hall also houses an Innovation Centre and an Experience Centre. A measuring room for quality control has been set up in a central location between the warehouse and assembly hall. State-of-the-art measuring equipment is used here to ensure the highest quality standards.

Additionally, reducing the ecological footprint is of general importance. Sustainability is a key focus for the new Vekoma Campus and renovation of the current offices into the track production location, with extra attention given to climate control and optimising working conditions. An office building with around 250 workstations, modern meeting and project rooms and a restaurant are to be built in the subsequent expansion stages of the Vekoma Campus. 

FAMILY ADVENTURE



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'JUNGLE RUSH' - DREAMWORLD, AUSTRALIA**



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WARNER BROS. MOVIE WORLD, AUSTRALIA**

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**NEW 2025 - TILT COASTER 'SIREN'S CURSE'
CEDAR POINT, USA**





Lukas, Kevin, Patrick

INTAMIN

A Legacy of Innovation in Amusement Engineering

Founded in 1967 by brothers Reinhold and Robert Spieldiener, along with their close friend Ali Saiko, Intamin quickly made its mark in the amusement industry. The company's name, an acronym for International Amusement Installations, reflects its global vision.

Drawing on the hands-on experience of its founders, Intamin began designing and producing groundbreaking ride systems early on. These creations were especially well received in the company's primary market, the United States. What began as three passionate innovators sharing a modest apartment office in Bern, Switzerland, has since grown into a network of independent, self-sustaining companies employing over 1,000 people around the world.

Since the debut of its first three attractions—the Gyro Tower, the Drunken Barrel, and the Gondoletta—Intamin has experienced significant growth. Today, its product portfolio spans six core categories of passenger rides and transportation systems. Each division operates autonomously yet collaborates closely, sharing knowledge and expertise. With nearly 100 unique products and over 1,000 installed rides and monorails worldwide, Intamin remains committed to exceeding client expectations and fostering long-term partnerships.



Drunken Barrel


Over more than five decades of continuous innovation, Intamin has built the industry's most comprehensive product range. From roller coasters and vertical drop rides to water attractions, immersive experiences, swing rides, observation towers, and monorails, the company has steadily expanded its technical knowledge base. This accumulated expertise fuels a collaborative development environment where engineering advancements are shared across teams to enhance design, safety, and efficiency. Systems, software, safety protocols, operational manuals, maintenance strategies, and spare parts are standardised wherever possible to streamline support.

Examples of this cross-functional synergy include the use of universal passenger restraint systems across roller coasters, vertical rides, and high-speed water rides. Another example is Intamin's magnetic braking technology, originally created for vertical ride deceleration. These frictionless, low-maintenance brakes are now applied to coasters and adapted for water rides to control speed and splash effects.

Commitment to Advancement

Alongside full-ride development, Intamin continuously refines critical subsystems such as bogie assemblies, restraint lock mechanisms, braking and block systems, free-fall mechanisms, cable lifts, and advanced launch systems including hydraulic and Linear Synchronous Motor (LSM) technologies. Often a pioneer in adopting and prototyping new concepts, Intamin remains a step ahead in the amusement sector, delivering innovation at every turn.

A Family Legacy into the Future

For over 30 years, Patrick Spieldiener—son of co-founder Reinhold—has successfully led the company, guiding it through decades of growth and transformation. As Intamin looks to the future, hopes are high that the next generation will continue this legacy. Lukas Spieldiener, Patrick Spieldiener, and Kevin Spieldiener represent the third generation poised to lead Intamin into its next era of innovation, expansion, and excellence. 

READ MORE



HOT RACER

MAHUKA
WALIBI RHÔNE-ALPES

«FUN FROM START TO FINISH, I RODE IT 7 TIMES YESTERDAY, AND I WANT MORE.»
@PHARAELLE_ VIA INSTAGRAM

«WOW! A SINGLE RAIL FAMILY COASTER THAT STILL HAS A LIL' BITE. GOTTA LOVE IT.»
@GSTEVENS6948 VIA INSTAGRAM

INTAMIN



Ernest Yale

Triotech at 25 years:

A Legacy of Innovation
and an Exciting
Future Ahead

In 1999, a small team of passionate creators set out to bring innovation to the amusement industry. Armed with a love for technology and gaming, they drove over 2,000km from Montreal, Canada, to the IAAPA Expo in Atlanta to showcase their first creation: a simple arcade shooter. That modest start grew into Triotech, now a global leader in interactive and immersive attractions celebrating 25 years of innovation.

Pushing the Boundaries of Fun

Triotech was founded to push boundaries. While early efforts focused on arcade games, the company soon saw opportunities to combine storytelling, interactivity, and technology on a larger scale. This led to projects like Ninjago The Ride, the first hand-gesture interactive dark ride, now a Legoland staple worldwide.

More recently, Primordial, an interactive dark coaster at Lagoon Park in Utah, USA, has gained industry acclaim. Blending coaster thrills with gameplay, it features multiple paths, two storylines, and three mechanical endings, making every ride unique. Primordial was named Best New Theme Park Attraction in USA TODAY's 10 Best Readers' Choice Awards, won IAAPA's Brass Ring Award, and earned second place at the Blooloop Innovation Awards.

Another milestone was PUBG Battlegrounds World Agent, an interactive walkthrough based on the hit game franchise. It won third place in the Blooloop Innovation Awards' Immersive Attraction category, competing with Disney's multimillion-dollar attractions—proof of Triotech's ability to deliver innovative, cost-effective experiences.

A key differentiator for Triotech has been its vertically integrated model, handling hardware, software, and content in-house. This enables rapid innovation, such as developing Ninjago The Ride in just 11 months — far faster than typical industry timelines.

"When we started, integrating real-time interactivity into large-scale attractions felt like science fiction," says Ernest Yale, CEO & Founder of Triotech. "Today, we're doing it — and always looking ahead."

Major Milestones in 2025

As Triotech marks its 25th anniversary, it enters a new phase of innovation and global expansion with several major projects launching in 2025:

- Into the Deep at Six Flags Qiddiya City — Triotech's largest-ever interactive dark ride, blending immersive storytelling with real-time gameplay.
- Transformers for Saudi Entertainment Ventures (Seven) — a cutting-edge dark ride based on the popular IP.
- A series of new dark rides for Seven Discovery Centres in Saudi Arabia, expanding Triotech's footprint in the region.

More projects are in development, as demand for interactive, immersive attractions grows. Triotech remains committed to pushing the boundaries of technology and storytelling.

What Makes an Attraction Successful?

After 25 years, Triotech knows what drives a successful ride:

- Strong ROI for operators.
- Engaging, intuitive gameplay guests grasp immediately.
- Relatable themes and experiences.
- Active guest participation that influences outcomes.
- Interactivity and gamification that enhance immersion.
- Operational balance — features like multiple storylines or endings boost engagement while optimising throughput.

As Ernest Yale explains: "Parks want proven technology, but guests expect fresh experiences. The challenge is introducing innovation that feels intuitive but still delivers something new."


The Next 25 Years

Looking ahead, Triotech aims to bring guests closer to the creation process. In 2025, it will open a new R&D and entertainment centre in Montreal, Canada, where the public can test new concepts before market release. This real-time feedback loop will help fine-tune attractions for maximum impact.

Artificial intelligence will also play a growing role, enabling dynamic, personalised ride content while reducing update costs. AI will help keep attractions evolving and relevant over time.

Another key trend shaping the future is competitive socialisation. Guests increasingly want to compete, collaborate, and influence their experiences. Through leader boards, team gameplay, and multi-path adventures, Triotech is designing rides that foster social engagement and repeat visits.

"I truly believe our best is still ahead of us," says Yale. "The future is bright, and we can't wait to continue pushing boundaries together."

With cutting-edge projects underway and a relentless drive for innovation, Triotech's next 25 years promise to be as exciting as its first. The adventure is just beginning. 



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Clair Hain in Zambezi Zinger carriage

Great Coasters International, Inc.

For theme park professionals, Great Coasters International, Inc. (GCII) represents a modern renaissance in wooden coaster design—drawing on time-honoured craftsmanship, then fusing it with fresh engineering techniques and strong visual appeal. Founded in 1994, GCII also celebrates 30 years in the business! During that time GCII has carved out a distinct place among manufacturers, earning praise for rides that capture the essence of classic woodies while elevating them to contemporary standards of smoothness and reliability. So, let's delve into GCII's formative history, the defining projects that shaped its reputation, and the creative minds who guided the company's evolution.

GCII traces its origins to the vision of industry veterans Mike Boodley and Clair Hain Jr. Both came with a passion for wooden roller coasters, believing these attractions could deliver a high-capacity, thrilling experience without sacrificing comfort.

From day one, GCII set out to address the perception that wooden coasters, though beloved, often lacked the refinement found in steel coasters. By integrating engineering best practices—precise track profiling, articulated trains, and carefully orchestrated layouts—GCII aimed to deliver something new: a wooden coaster with the charm of tradition and the smoothness of modern technology.

Evolution

Wildcat at Hersheypark (1996)

- **Why It Mattered:** Wildcat was GCII's first signature project and effectively served as a public proof-of-concept. Its twisting track and then-innovative Millennium Flyer trains demonstrated GCII's commitment to revitalising wooden coaster experiences.
- **Legacy Note:** Though Hersheypark has since moved on to reimagine the ride, Wildcat remains a milestone that introduced GCII's unique brand of curving, fast-paced layouts to a wide audience.

Lightning Racer at Hersheypark (2000)

- **Innovation:** A duelling wooden coaster that built on Wildcat's momentum. GCII showcased how dual tracks could create a competitive, guest-pleasing environment.
- **Industry Impact:** Lightning Racer solidified GCII's reputation for imaginative layouts, capturing the interest of park operators looking to refresh or expand their wooden coaster lineups.

Thunderhead at Dollywood (2004)

- **Defining Features:** Incorporation of terrain-based design, station fly-through elements, and a near-constant sense of speed.
- **Why It's Iconic:** Multiple industry awards and strong word-of-mouth buzz turned Thunderhead into a poster child for GCII's approach—delivering high-thrill, visually striking rides rooted in local topography.

Troy at Toverland (2007)

- GCII's first ride in Europe: Record breaking wooden coaster for the Netherlands.
- **Records:** Tallest at 31.9-metres. Fastest at 86.9 km/h. Longest at 1,077.2-metres.

WodanTimburcoaster at Europa-Park (2012)

- **European Expansion:** Europa-Park's Wodan brought GCII's brand of smooth, fast, and twisting wooden coasters to a global stage.
- **Park Synergy:** The attraction was seamlessly integrated into the park's existing thematic zones, proving GCII's versatility in adapting to diverse thematic requirements.

Zambezi Zinger at Worlds of Fun (2023)

- **Hybrid coaster:** Features a wooden track with a steel support structure.
- **Engineering:** Showcases the evolving engineering prowess of GCII.

Design & Ingenuity

1. Signature Track Layouts

- GCII's designs emphasise serpentine curves and rapid transitions, often replacing the traditional "out-and-back" format with more dynamic, intertwined track paths.
- This approach keeps riders engaged throughout the layout, cutting down on dull mid-course sections and maintaining consistent pacing.

2. Millennium Flyer Trains

- Introduced to overcome the stiffness of older train designs, these trains feature articulated axles and independent wheel bogies, enabling them to navigate tight turns and banked curves with greater ease.
- The theming-friendly, retro aesthetic—combined with modern comfort—has made Millennium Flyers a hallmark of GCII coasters worldwide.

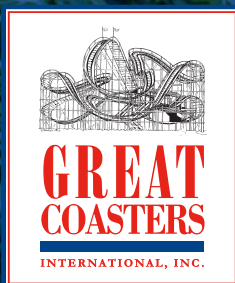
3. Adaptable Maintenance and Refurbishment

- In addition to new builds, GCII offers re-tracking solutions that breathe new life into aging wooden coasters.
- Recently, GCII revealed Titan Track, a steel track overlay that can be installed on high-stress sections to reduce wear, broaden the ride's possibilities, and modernise the overall experience.

4. Infinity Flyer Trains

- The newest train design from GCII is a class five modern age train capable of taking on the most extreme coaster elements.
- Machine fabricated with 80% fewer welds and a chassis composed of large machined parts means less spending on maintenance. Versatile and modular train capable of tight radiuses and inversions.

For 30 years, GCII has combined respect for wooden coaster heritage with forward-thinking design and engineering. By emphasising smooth transitions, state-of-the-art train technology, and collaborative project development, GCII has left an indelible mark on wooden coaster history. In the eyes of industry professionals, GCII stands as a leader that breathes new life into an enduring genre of ride, ensuring that wooden coasters continue to enchant new generations of thrill-seekers worldwide. 🎢



DESIGN BUILD & SERVICE

WOODEN ROLLER COASTERS

GREAT COASTERS

Great Coasters International, Inc. offers the smoothest, most twisted, and highest quality wooden roller coaster attractions in the world. Our attention to detail makes the addition of a Great Coasters wooden coaster a solid investment. It is an investment with a company that views itself as your partner, offering a lifetime of service and support after the attraction is open.

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GCII PRODUCTS & SERVICES

- **Wooden Coaster Design & Construction** — Custom, world-class wooden roller coasters.
- **Steel Coaster Design & Construction** — Titan Track and steel structures for a smooth, durable ride.
- **Coaster Trains** — Mini-Millennium, millennium Flyer, and Infinity Flyer trains for a smooth, flexible ride experience.
- **Titan Track** — Innovative steel track for smoother, low-maintenance rides.
- **Ride Refurbishment & Maintenance** — Structural repairs; re-tracking, and upgrades.
- **Engineering & Project Management** — Full lifecycle support from concept to concept.

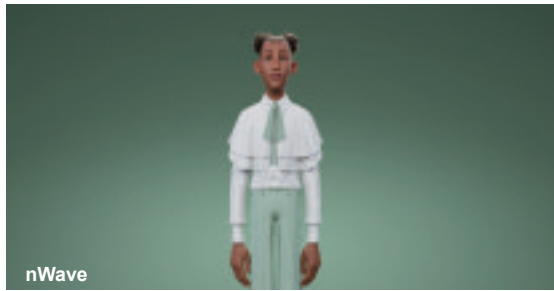


30 Years of **nWave**

The Ride is Just Getting Started!

For 30 years, nWave Studios has been bringing stories to life through ride simulation films that entertain audiences around the world. Whether you've enjoyed an action-packed 3D attraction or watched one of its animated movies at home, chances are, you've experienced an nWave adventure.

With over 120 productions, from immersive ride films to feature-length animations, nWave has built a reputation for delivering excitement in every format. With international release and great success, nWave has established itself as the ultimate reference for high-quality independent animation. While it



is best known for its 3D attraction films and park experiences, its storytelling extends far beyond, with full-length movies that bring the same energy and imagination to the big screen.

And the company is growing! With a fully integrated model, the team oversees everything from development to post-production and marketing, ensuring high-quality productions that connect with audiences worldwide. Its original IPs and strategic market insights allow the team to craft immersive experiences with universal appeal—short and long formats that touch the hearts of all.

With a brand-new studio in Liège, Belgium, nWave is expanding its team and taking on new creative challenges. Exciting new ride-based projects are in development, including an upcoming attraction inspired by its feature film *Chickenhare* and the *Secret of the Groundhog* (2025). And with more beloved characters set to make their theme park debut, we're bringing cinematic adventures to life like never before.

nWave also continues to collaborate with some of the most influential creative minds. Following its work with Stromae, its excited to be teaming up with iconic designer Jean Paul Gaultier as an artistic director on a new animated project.

From heart-racing rides to captivating films, nWave has spent 30 years making unforgettable experiences. And with groundbreaking projects ahead, its just getting started. Get ready for what's next! 🎬

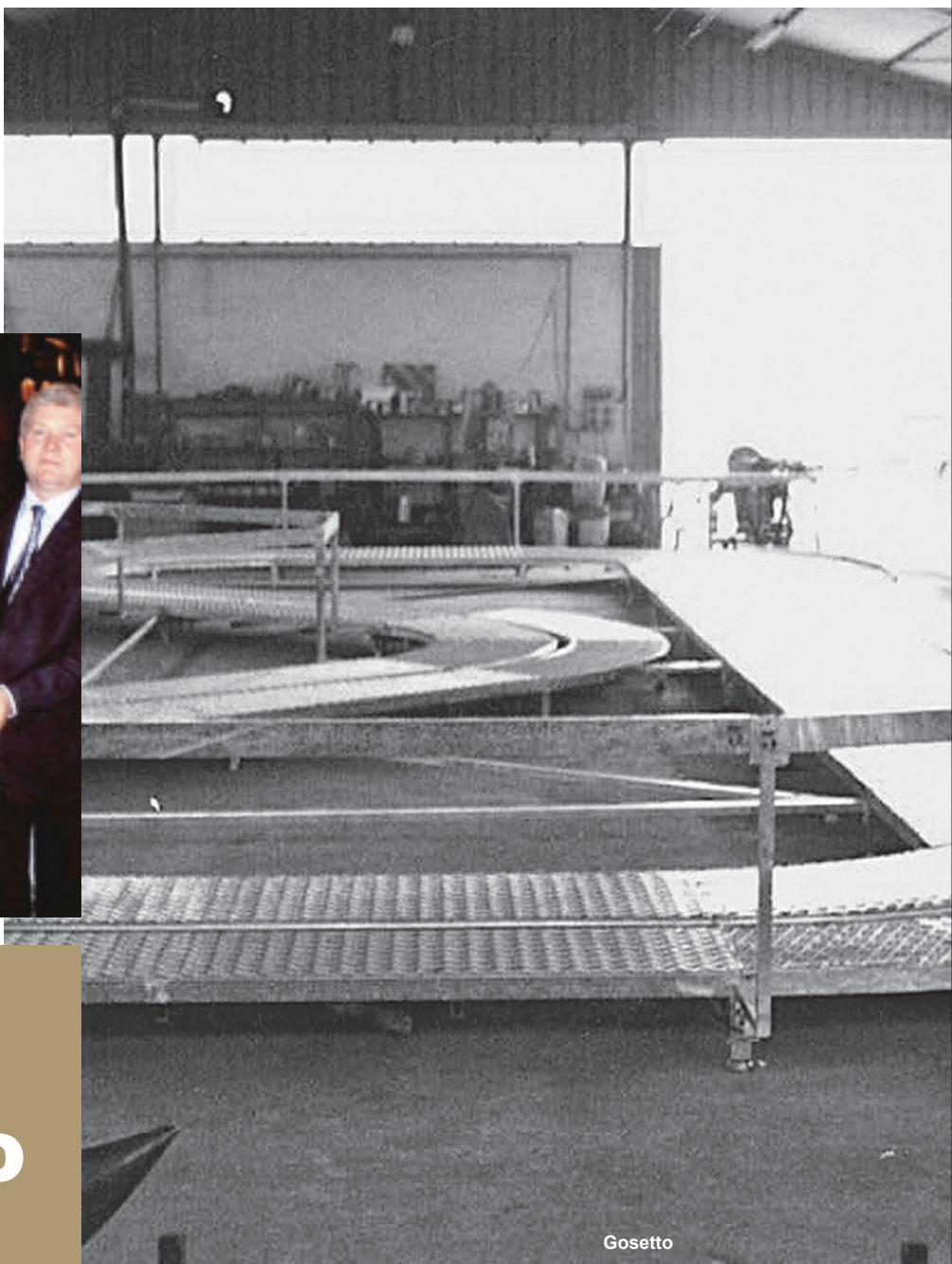


Rides & Attractions

info@nwave.com



Gosetto



Gosetto

Gosetto

Gosetto, founded in January 1977 in Sernagliadella Battaglia (TV), is an Italian company specialising in the production of rides and attractions for amusement parks and travelling shows. The journey began with a basic set of tools consisting of a small welding machine, a wire saw, a hand drill and a grinding wheel. Brothers Elio and Valentino Gosetto initially

focused on travelling shows, forming their first partnerships with some Venetian showmen. Their first two projects were a go-kart track and a rodeo ride for a permanent amusement park.

In the early years, the go-kart track was the most successful product, making Gosetto famous


throughout Italy. In 1989 they took a bold step by building their first trailer-mounted bumper car ride, which was sold almost immediately in Austria. This was the beginning of their international reputation. Over the years the company continued to grow and in the late 1980s moved to its new headquarters in Moriagodella Battaglia (TV). Today, Gosetto attractions can be found all over the world, from Bangkok and Taipei in South East Asia to South American countries such as Argentina and Venezuela, which alone has over 25 attractions on location.

Gosetto works with numerous international clients, creating customised projects for each of them, proving that distance is no obstacle in modern business.

The company offers a wide range of products, including dark rides, fun houses, kiddie rides and other customised attractions.

Gosetto is a family business, now run by siblings Luca and Lisa, the children of founder Elio Gosetto. The company employs around 50 people and operates from a 6,000sqm facility where all components of the attractions are designed and manufactured in-house.

The team includes designers, engineers and certified welders, ensuring the highest standards of quality and safety. Before being delivered to the customer, each attraction is assembled and tested in the company to guarantee optimal functionality and safety.

Gosetto's philosophy is based on quality and customer satisfaction, offering flexibility and customisation in the design of attractions, strict adherence to delivery deadlines and compliance with international standards. The company provides prompt technical support, both by telephone and remotely, to ensure continuous customer care. 



MONSTER CARS



TIMELESS RIDE AROUND THE WORLD



www.gosetto.com


ADIPS

A brief history of industry safety

The evolution of amusement park and fairground safety in the UK has been shaped by a series of legislative acts and industry guidance. The Health and Safety at Work etc. Act of 1974 led to the formation of the Fairgrounds Joint Advisory Committee (FJAC). Early guidance, like the "Blue Book" (1976), recommended regular ride examinations.

Further guidance in 1984 included design verification for new rides and the use of independent inspectors. The Consumer Protection Act of 1987 explicitly brought rides under the HSW Act. Following accidents in 1994/95, there was pressure for stricter regulations, but cooperation within the existing legal framework was favoured.

HSG 175 (1997) introduced a new framework with emphasis on design safety, formal registration of inspection bodies (IBs), a hierarchy of ride inspections, and clarified duty holder roles. The National Association of Leisure Industry Certification (NAFLIC) began maintaining a register of inspection bodies and set up the ADIPS (Amusement Device Inspection Procedures Scheme) DOC bureau, to monitor declarations of operational compliance (DOCs) being issued by IBs.

The Roberts Review (2000-2002) concluded that the existing regime was fit for purpose. ADIPS Ltd. was incorporated in 2003 to manage the day-to-day operations of ADIPS and oversee DOCs, and the Amusement Device Safety Council (ADSC) was formed to enhance self-regulation. A second edition of HSG 175 in 2007 included the ADIPS system. From 2003-2009, the industry saw a reduction in accidents, with the HSE acknowledging ADIPS' contribution. 





NEW RIDE-IN REMOTE CONTROLLED BABY CARS ARE THE SENSATIONAL... NO-BUMP 'FAMILY FUN FOR EVERYONE'!

World of Rides have chosen the 30th Anniversary of InterPark Magazine to announce the launch of their brand-new range of 'Small Child' Ride-In, remote-controlled, no-bump, 12v battery-operated Baby Car rides, to U.K. visitor attractions, coastal piers, farm parks, shopping centres, arcades, municipal parks, FEC's, Holiday Parks and Seaside Resort operators ...that can be used either indoors or outdoors!

World of Rides have been a staunch supporter of InterPark Magazine since its launch in 1995 and have enjoyed many similar successful product launches over the past 30 years!

The colourful and eye-catching layout along with knowledgeable feature writing has kept InterPark Magazine at the forefront of amusement industry trade magazines for the past 30 years ...and will continue to do so for the next 30 years too!

Congratulations and our very best wishes for the future to all the InterPark team!!

The single seat Baby Cars have fully operational controls, including electronically controlled free-spin steering wheels, with lights and sound effects, that allow the cars to travel forwards or backwards or fully-turn 360 degrees in either direction... but with just the flick of switch on the colourful 12v or 240v floor-standing consol outside the track barrier, by a parent, guardian or older sibling, the rides instantly become remote controlled either with or without a rider in the cars... leading to an entirely different game for those too big to fit in the cars to ride them... thus doubling both the play appeal of the attraction and the incomes... not to mention the squeals of delight from players!

The cars are also fitted with no-bump sensors to stop the cars from colliding and frightening very young children!

By way of an example, three small Baby Cars will only need a floor area starting at around only 4.5-metres x 3-metres and even larger tracks can be made by the operator to include a small roadway network on the floor, similar to a Driving School, to give parents a track to drive around, and they are also available in a selection of themed colours and patterns.

More of World of Rides range of rides can also be viewed on their website: www.worldofrides.com or contacted Andrew on his mobile: 07872 053865

Please contact either David or Andrew Robinson on info@worldofrides.com 📧





Meryal Water Park Courtesy of WhiteWater West

The Middle East & North Africa

Over the past three decades, the Middle East has undergone a remarkable transformation in its theme park and attractions sector, evolving from modest local amusement grounds into world-class entertainment destinations that rival any found on the global stage. At times it felt like it was never going to happen, but the industry pushed forward. The result has been a collection of high-profile projects—ranging from record-breaking roller coasters to expansive waterparks—that have placed the Middle East squarely on the world map of theme park innovation. From Dubai's pioneering multi-park complexes to Saudi Arabia's ambitious Vision 2030 projects, the region's approach is consistently underpinned by a drive for scale, grandeur, and operational excellence.

In the early days, entertainment offerings across the Middle East were relatively small in scope, primarily catering to local residents seeking a weekend family outing. There was little in the way of major rides, multimedia experiences, or themed environments. However, as governments in the United Arab Emirates, Saudi Arabia, and other regional players began to implement long-term strategies for economic diversification, the leisure and tourism industries were

identified as key areas of development. This recognition led to concerted efforts to create projects that would attract both domestic and international visitors year-round. Dubai, for instance, positioned itself as a tourism hub well before its peers.

It was the development of Dubai Parks and Resorts that truly signalled the Middle East's leap into the global theme park conversation. Opened in 2016, this integrated destination incorporates Motiongate Dubai, Bollywood Parks Dubai, Legoland Dubai, and a waterpark under the Legoland brand, as well as a themed retail and dining district known as Riverland. The conceptualisation behind these multiple, distinct parks within one resort complex exemplifies a new generation of regional attractions. Each park caters to specific audiences—from young families to thrill-seekers—with targeted theming, specialised rides, and immersive experiences. Behind the scenes, advanced ticketing systems and queue management tools help operators optimise throughput, while dynamic pricing models encourage visitation during off-peak periods. This operational sophistication reflects a broader industry trend towards using data and customer relationship management (CRM) platforms to shape strategic decisions.

Where Dubai carved out a reputation for diversification through tourism and leisure, Abu Dhabi rose as a significant competitor by harnessing unique brand collaborations and groundbreaking ride technology. Yas Island, in particular, has become a global hotspot for entertainment, anchored by Ferrari World Abu Dhabi. This property, launched in 2010, immediately drew attention with Formula Rossa, the world's fastest roller coaster. The synergy between a luxury automobile brand and a theme park set a template for cross-industry partnerships, illustrating how brand equity can translate into strong thematic cohesion and heightened guest appeal. The rides, shows, and attractions revolve around Ferrari's automotive legacy, appealing to car enthusiasts as well as general theme park visitors. With a carefully curated lineup of premium ticket packages, VIP tours, and branded merchandise, Ferrari World Abu Dhabi also showcases how multiple revenue streams can be woven together to boost profitability. The success of this model has spurred developers across the region to seek out similar collaborations with internationally recognised franchises, ensuring that every new project arrives with built-in allure.

Not content with a single headline attraction, Abu Dhabi continued its momentum on Yas Island by adding Yas Waterworld Abu Dhabi, an expansive water park celebrated for weaving Emirati heritage into its design narrative. More than 40 rides, slides, and attractions reflect the story of "The Legend of the Lost Pearl," a nod to the UAE's pearl-diving history. In doing so, the park has achieved high levels of thematic cohesion, while also incorporating robust safety protocols and environmental sustainability measures. Water management systems carefully monitor energy use, and advanced filtration technologies ensure that the park is both immersive and responsibly operated—a balance increasingly expected of modern theme park developments worldwide. Furthermore, the partnership between Miral Asset Management (the master developer of Yas Island) and government entities demonstrates how coordinated planning and financial support can underpin ambitious growth strategies in the attraction space.

Beyond the UAE, other countries in the region are accelerating their theme park ambitions with similarly lofty goals. Saudi Arabia, under its Vision 2030 initiative, has placed entertainment and tourism at the forefront of a national rebranding. The upcoming Qiddiya project near Riyadh exemplifies this push, with plans to feature a Six Flags theme park that promises record-breaking roller coasters and new forms of immersive entertainment. The development aims to serve as an integrated resort, combining sports facilities, retail, dining, and cultural venues. This multi-pronged approach reflects a pattern seen across the Middle East, whereby major entertainment investments are packaged with diversified offerings, appealing to a wide range of interests and demographics. On the Red Sea coast, Saudi Arabia is also pushing a luxury tourism concept with the Red Sea Project, envisioned as a sustainable resort destination offering pristine beaches, marine life exploration, and additional entertainment attractions—further proof that the lines between leisure, environment, and culture are merging to create holistic visitor experiences.

Qatar, Oman, and Kuwait are adopting similar strategies, albeit at different scales, investing heavily in new malls, indoor parks, and family entertainment centres (FECs). By focusing on modern ride technology, these nations hope to cultivate their own

Meryal Water Park Courtesy of WhiteWater West



Ferrari World Abu Dhabi

versions of year-round tourism, capitalising on climate-controlled indoor spaces that circumvent the region's extreme heat. Innovative examples include VR Park Dubai, an indoor facility combining virtual reality with theme park-like attractions, and Ski Dubai, a year-round indoor ski resort in the Mall of the Emirates that has become an internationally recognised novelty. Beyond the thrill factor, these sites serve an important economic function by keeping visitation numbers stable across different seasons—a critical advantage in an area where harsh summers can deter outdoor activity.

Technology has become a cornerstone of theme park differentiation in the Middle East. Beyond VR and augmented reality (AR) gimmicks, operators are pursuing integrated “smart park” initiatives. For instance, many parks in Dubai use comprehensive mobile apps that offer real-time updates on ride wait times, interactive park maps, and the ability to purchase fast-track passes or merchandise. These digital solutions facilitate crowd control, encourage retail spending, and provide invaluable data on guest behaviour. The insights gleaned from these platforms allow operators to tailor marketing, plan staffing needs, and even adjust operational hours based on demand. Furthermore, advanced queue management systems, such as those at Motiongate Dubai, reduce wait times and increase guest satisfaction by intelligently allocating ride access in real time. Over the years, these measures have become near-standard in

new developments, reflecting an environment where a seamless visitor journey is critical to capturing and retaining audiences.

Central to the Middle East's theme park narrative is the melding of modern entertainment with regional cultural elements. Many developments—particularly those championed by governmental or semi-governmental bodies—aim to showcase local heritage in tandem with cutting-edge rides. Projects like Saudi Arabia's NEOM envision future-forward entertainment facilities built against the backdrop of natural desert landscapes, emphasising sustainability and cultural storytelling. The approach aims to carve out a distinct identity for Middle Eastern theme parks, one that transcends mere replication of Western models. Even existing attractions reflect this drive. Souk Madinat Jumeirah in Dubai, for instance, combines the ambience of a traditional Arabian market with modern retail and dining, granting visitors a glimpse of local architectural and design aesthetics. Meanwhile, Al Ula in Saudi Arabia is transforming ancient heritage sites into curated tourist destinations, blending archaeological significance with carefully orchestrated events and festivals.

At the same time, Middle Eastern operators have carved a niche in catering to luxury tourism. High-end experiences are abundant, whether it's reserving exclusive cabanas at Atlantis Aquaventure Waterpark in Dubai or opting for VIP lounge access and private tours at Ferrari World Abu Dhabi. The emphasis on exclusivity and premium services resonates with affluent travellers from around the world, many of whom are drawn by the region's reputation for five-star hospitality. Some destinations extend this ethos beyond park borders by integrating themed hotels, high-end restaurants, and shopping districts. It is not uncommon for major developments to feature internationally renowned hotel brands within walking distance of roller coasters or water rides, allowing guests to extend their stay and immerse themselves more fully in the experience.

Another essential aspect of the Middle East's theme park landscape is the attention to cultural and religious considerations. Many parks ensure that prayer rooms are easily accessible and that halal food options are readily available. Family-oriented entertainment and safe environments remain central

to the design philosophy, aligning with local social norms. Parks like KidZania in The Dubai Mall and OliOli in Dubai exemplify this family-friendly focus by presenting educational and interactive exhibits that resonate with younger audiences, while still providing a robust social setting for parents and caregivers. These choices reflect the broader trend in the region, where entertainment is often designed to be inclusive and mindful of a variety of cultural expectations.

In many ways, the Middle East's theme park story is just beginning. InterPark readers who have been attending the Dubai Entertainment, Amusement & Leisure Exhibition (DEAL) over the decades will have watched for themselves as over the last 30 years, the industry has matured from small-scale amusement ventures into a multi-faceted ecosystem featuring mega-projects, cutting-edge technology, luxury offerings, and strong cultural integration. Through calculated risks and visionary planning, destinations such as Dubai Parks and Resorts; Yas Island's Ferrari World and Warner Bros. World; and Saudi Arabia's Qiddiya have proven that ambitious concepts can be executed with precision, attracting guests from all corners of the globe. The strategic alliances formed with international brands—be they Hollywood studios, automotive giants, or global hotel chains—underscore how external expertise can be adapted to local contexts, generating unique, homegrown experiences.

Above all, the evolution of theme parks in the Middle East reflects the region's broader ambitions to position itself as a leading global destination for leisure, business, and cultural exchange. With projects like Warner Bros. World Abu Dhabi, Legoland Dubai, and the upcoming Six Flags Qiddiya, the region has demonstrated both the willingness and the capacity to continually reinvent itself for the global market. Given these trends, it seems certain that the next 30 years will bring further evolution, setting new benchmarks for the global theme park and attraction industry—and positioning the Middle East as a crucial chapter in that ongoing story. ■

Falcon's Flight Set to Shatter Records at Six Flags Qiddiya

Qiddiya, Saudi Arabia – The highly anticipated Falcon's Flight, currently under construction at Six Flags Qiddiya, is set to redefine the limits of roller coaster engineering. Upon its completion, it will claim the title of the world's fastest, tallest, and longest roller coaster.

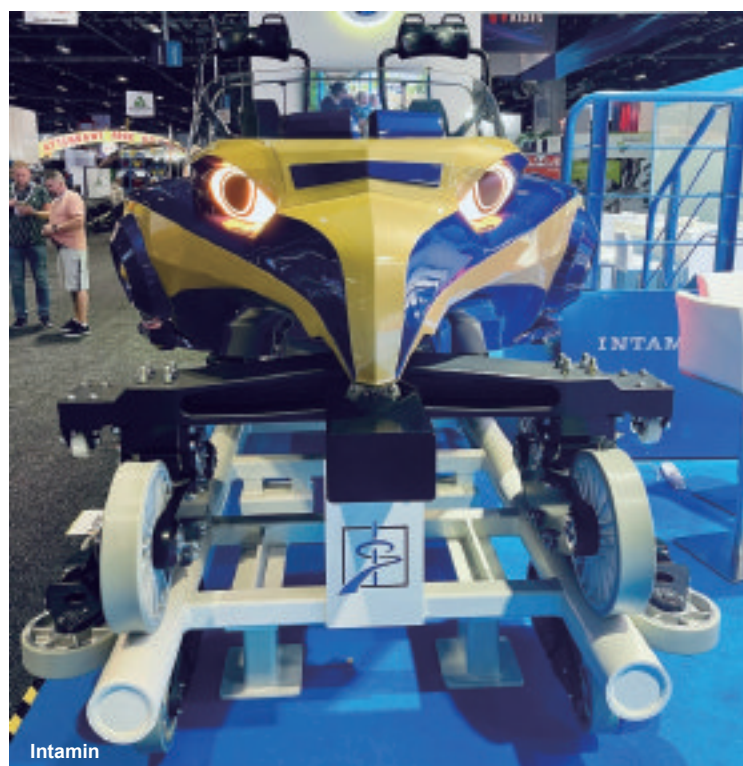
A Ride Like No Other

Developed by renowned manufacturer Intamin, Falcon's Flight will feature cutting-edge technology and an unprecedented track design. It will propel riders to speeds of up to 155.3mph (249.9km/h), surpassing the current record-holder, Formula Rossa in Abu Dhabi.

Record-Breaking Stats:

- Height: Soaring to 640ft (195-metres), Falcon's Flight will be the world's tallest roller coaster.
- Speed: The coaster's 155.3mph (250km/h) top speed will make it the fastest ever built.
- Length: The track will stretch over 13,000ft (4,325-metres), cementing its status as the longest coaster in history.

One of the most thrilling elements of Falcon's Flight is a breath-taking 525ft (160-metre) drop off a cliff, giving riders an unparalleled view and a sense of true flight. Powered by three LSM launches, the ride will ensure extreme acceleration while maintaining a smooth and exhilarating experience.



Daniel Schoppen, Vice President of Design and Development at Intamin, describes the ride as "the roller coaster evolution of the century." With cutting-edge windshield-equipped trains, cooling systems, and advanced LED lighting, the ride promises to be a technological marvel.

Falcon's Flight is on track for its grand opening in late 2025, set to establish Six Flags Qiddiya as a global destination for adrenaline seekers. 🎢



Prakash Vivekanand

Founder and CEO of Amusement Services International (ASI Group)

News Editor David Whitworth speaks exclusively with Prakash Vivekanand, a visionary leader who treats us to a fascinating insight into, among other topics, the creation of his company, ASI Group, details the key aspects of Menalac's MENA Leisure Report 2025 and charts the evolution of the leisure industry.

IP: You have been a part of the entertainment and amusement industry for over 25 years. What inspired you to enter the field and tell us about ASI Group.

PV: "I came from an exhibitions background, I was asked to organise an amusement industry show in Dubai, which gave me the opportunity to understand more about this industry and the people, the buyers and the sellers. I was drawn to this industry and the one part that drew me the

most was the people. I feel it's a very connected industry so even though we are a very large industry in terms of money value and cash value and turnovers we are a very small industry in terms of people.

"I went into working for an organisation that was a distributor for Sega and I got into selling amusement games. Then in 1999, I decided to start up my own business because I saw the



opportunity was there. I saw the potential that this industry is ready for massive growth in our part of the world in the Middle East and North African region. I was also young enough to take the plunge and take the risk. I decided to start Amusement Services International at that time with an intention that we primarily represent the indoor entertainment industry, the family entertainment centre industry.

"This is real serious business. But you're in the process of delivering fun to millions of players and it's a great joy. Today we have completed 26 years in this industry. We've earned a good name for ourselves and we made some fantastic connections with fantastic people. It's nice to remember some of them who encouraged me when I started my career in this business who remain very close. Not just business partners, but very close friends. We share a really special bond with a lot of them so it's been an incredible journey."

IP: Picking up on this, can you tell us more about some of your industry friends?

PV: "My early relationship with David Snook of InterGame is something that I must mention. David is someone who has been proud of me since I was very young and always encouraged me and would say I was made for the industry and should

go for it. I have always cherished the relationship, which I still have with David today. Sometimes we get on each other's nerves, but that's David and that's me. There's so many friendships so it's very hard to single out one or two. But the early ones are always the ones that you cherish the most. My initial relationship that started off with a distribution of Sega with Paul Williams is surely a memorable one. Paul and I are very, very close friends now and we collaborate a lot as business partners as well as distributors, and personally. We always have each other. So if I need anything, or I need somebody to talk to, Paul's always there.

IP: ASI delivers a variety of services. How has it become the major regional player that it is today?

PV: "It's really about understanding the market and its needs, the relationship between the design of an entertainment facility to the type of amusement equipment that goes into the facility and then the requirements to operate this facility is important. We have to establish that relationship and we have to make sure that we're able to cater to all these three different segments. Because, get any of these wrong, nine out of ten chances are you're not a very profitable leisure and entertainment business setup.

IP: Are there any upcoming projects or products that ASI are involved with that you can disclose?

PV: "There are many projects ongoing. We are involved presently in projects in Kuwait. We are also involved in several projects in Saudi Arabia and are involved with a project in India. We've got at least three or four different projects happening at this point in time in the United Arab Emirates. Some of which are adventure based or very social in terms of locations more positioned towards the young adult age group.

IP: Switching gears, you are heavily involved with MENALAC's MENA Leisure Report 2025. What can you tell us about your involvement and what are its key takeaways?

PV: "I always had this belief that you grow as long as the industry grows. And it's important not just to grow as a company, but also help the industry

grow. That is the motivation behind MENALAC, of which I was a founding member and several other like minded people came together and that's how MENALAC was born. One of the things that all members of the council realised was that data is always lacking about our industry. And today, data helps you make sound business decisions. So in the absence of data, we are dependent on other agencies and entities who've got no real involvement in the region. So, MENA Leisure Report is a publication that can put data about all the nineteen MENA region countries into one place.

"What is the population of the country, how many, how young is the population of the country, what are the numbers of people who are in a marriable age and could be creating families tomorrow? How many young kids do we have in that population mix, what are the disposable income in these countries and what do people typically do for leisure and hospitality in these sort of countries?"

"We wanted to have a single publication which has all this information and also we wanted to create a culture where people start sharing information for the larger benefit of the industry and to create benchmarks that they can measure their own leisure and entertainment operation against.

"Our survey established a lot of benchmarks in terms of what is the average per capita spend within leisure entertainment facilities, what are the average footfalls within entertainment facilities in different countries, what is the average dwell time within this entertainment. The data that we've collected is fantastic and we're very excited about launching the second edition of the MENA Leisure Report in Saudi Arabia."

IP: Speaking of MENALAC, you were inducted into the MENALAC Hall of Fame. What does that recognition mean to you personally and professionally?

PV: "When it was announced that I was going to be a Hall of Fame, I thought, do I really deserve this recognition? At a young age I felt I was not ready for it and I'm still doubting myself on it from time to time. But it's nice that many of my peers in the industry felt that I deserve this recognition.

IP: You have spent many years making fun and entertainment more accessible. Is there one memory or project that springs to mind that made you the proudest?

PV: "The very first design project that we did in Saudi Arabia called Fantasy Factory. It wasn't a very large project. What we did in there, in terms of content, layout, design and impact and the equipment was truly special. That project was a true revelation for a lot of other investors who all went to that particular project and said, wow, that is a well designed project and everything about that project looks right.

We worked with the very first Fun City in the very early days back in 1999. Recently we redesigned that first Fun City to give it a new shape and a new form and a new existence, To say that you're back working with them to redesign is a great statement of the fact that you endured a twenty-five year long relationship with the company and they still trust your judgment, that again was very cherished.

IP: In the time that InterPark has known you, the entertainment industry has grown exponentially in the Middle East. How do you think it will continue to evolve and where do you think it will increase?

PV: "With the demographic. It's the footfall, it's the revenue, it's what people talk about at the end of it. But you have competition with many spheres.

Entertainment has to be experiential. Any facility that you open, whether it's a restaurant or a coffee shop or an entertainment facility, it has to be experiential. And that experience has to be morphable. So, from a design perspective you have to create the impulse, with your marketing, your design and everything. The impulse will bring guests in, the experience will keep them there and probably bring them back again. Then you have to keep rediscovering these experiences.

So from an ASI future perspective, we are looking at a product line and concepts that are experiential. And from a market future perspective, again, it's the same two words, impulse and experience. They go hand in hand. You aim to get your customers to come back and want to try the experience again."


IP: What has surprised you the most about the development of the industry in the MENA region?

PV: "The desire to invest in something new, something different. They are never afraid to try something out. They are keen to do the outrageous, sometimes they want to do the tallest or the widest something or the biggest something, they want to make it big. They are very keen to put the region on the world map in terms of having very unique experiences and attractions. That makes it really special to be working here. Over my 30 years in Dubai, I have seen this entire region transform from being a really sandy desert to the modern metropolis boasting the best architecture, the best roads, the best infrastructure and everything else.

IP: What are the biggest trends and shifts that you have observed?

PV: "With Family Entertainment Centres, the big shift is customer expectations have changed. They want more, they want better, they want bigger, they want more experiential entertainment. So we've seen that shift going more towards interactive entertainment. We've seen active concepts like adventure rope courses, rope gliders, indoor rope gliders and airparks all of them succeed. Batting cages and that sort of interactive sports based entertainment is coming in. And we've seen also the evolution of traditional formats such as soft play areas become a lot more interactive with technology layers added onto it.

IP: What does the future hold for ASI Group?

PV: "I think we keep raising the benchmark, we keep rediscovering what we're doing, we keep catering to the needs of the market because the market's evolving. So we need to evolve these markets. I think the future for us is keep evolving, stay current." 

Personally Speaking

· *Not a lot of people know this, but I am very good at...*

Playing darts. I love playing darts whenever I get the opportunity. It's a good stress buster.

· *The best thing my parents taught me was...*

Ethics and integrity. Don't lose those two for anything.

· *The most interesting place I've ever been to is...*

Las Vegas.

· *If I could invite a celebrity to dinner, it would be...*

Jennifer Lopez.

· *I always laugh at..*

many a times, myself.

· *My favourite musician / band at the moment is...*

at the moment and for a while has always been Queen.

· *To really chill out, I...*

like to DJ, it has always has always been my passion. I like to spend time with my turntables and then DJ at home for myself. I've also developed a special affection towards golf and it gives me four hours without having to worry about anything else.

· *What am I most grateful for?*

My family, my parents, my team. And then finally the relationships that I have built with the many people in the industry, which I would never want to lose. The leisure entertainment industry isn't an easy industry to be in. It takes a lot of your time away from your family. The fact they're always understanding keeps me going. My kids might think 'oh my dad is in the fun business' but they don't know what that means in terms of sacrifice. And then my team, I'm really blessed to have almost fifty, almost 50% of my staff working with me for about 18 years or more and I have such a blessed team to go through the process with and help me to grow the business. They are people that I'm enormously, eternally grateful for.

Desert Oasis




Meryal Water Park Courtesy of WhiteWater West

One element of the theme park industry that was a natural fit for the MENA region is the water park resort.

With a prestigious list of installations in the region, Whitewater West understands the unique regional and cultural requirements well. We asked WhiteWater for their insight:

Geoff Chutter, WhiteWater CEO, tells InterPark: The Middle East's journey began in the early 1990s with a vision to create experiences that would excite locals and international travellers. Early projects were groundbreaking, but none more so than Wild Wadi. As one of the first major water parks in the region, Wild Wadi proved that the Middle East could be a powerhouse in entertainment and played a pivotal role in reshaping the tourism industry. It demonstrated the emotional power of water parks by offering experiences that families could enjoy together, while providing exciting thrills for guests of all ages. With upcoming openings like the Yas Waterworld expansion, Aquarabia Water Theme Park, and the Grand Hyatt Dubai Waterpark, the future of the water park industry in the Middle East is incredibly bright, continuing to push the boundaries of innovation."

Mike Rigby, GM & RVP, Middle tells us: "When we first partnered with Miral over a decade ago, the UAE was just beginning to establish itself as a global travel destination. Now with over 29 million visitors each year, it's remarkable to see the incredible growth in the country. The upcoming Yas Waterworld expansion, set to open later this year, is particularly exciting to me as it represents a shared vision brought to life through innovation and collaboration. I can't wait to see visitors experience the final result: a thrilling ride mix that will redefine water park entertainment, featuring the UAE's highest water slide (a 40-metre Flatline Loop) and the world's first Shoot the Chute ride integrated into a water slide tower." 

Middle East Water Park Timeline:

- 1993 – Shankus Opened in India
- 1997 – Dreamland waterpark opened in the UAE
- 1998 – Wild Wadi Opened in the UAE
- 2003 - Stationary Fantasies opened in KSA
- 2007 – The Lost Paradise of Dilmun Water Park in Bahrain
- 2008 – Atlantis opened Aquaventure in UAE
- 2009 - Wahooo! waterpark opened in Bahrain
- 2010 – Iceland waterpark opened in the UAE
- 2013 – Imagicaa opened in India
- 2013 – YasWaterworld opened in UAE
- 2014 – Al Montazah opened in UAE
- 2016 – Dubai Parks and Resorts (LEGOLAND Dubai, MOTIONGATE)
- 2016 – Wet'n Joy in India
- 2020 – Loopagoon, first women's only waterpark, built in KSA
- 2021 – Jungle Bay opens at Westin & Le Meridien Mina Seyahi
- 2021 – Cyan Waterpark opened in Jeddah, KSA
- 2021 – Saraya Aqaba opened in Jordan
- 2022 – Just Splash opens at JA Resort
- 2022 – Marassi Water World in Egypt
- 2022 – Waldorf Astoria RAK
- 2022 – Wadi Lusail Waterpark at Waldorf Astoria Lusail
- 2023 – Mana Bay Waterpark in Bangladesh
- 2023 – Meryal Waterpark in Qatar
- 2025 – YasWaterworld Expansion Opening

The Evolution of **Water Parks**

From Classic Slides to Immersive Entertainment Destinations

Water Parks have transformed over the past 30 years, evolving from basic pools and slides into immersive entertainment hubs that blend culture, technology, and thrilling rides. The focus has shifted from the sheer number of attractions to delivering memorable guest experiences. Advances in technology and changing guest expectations are prompting a more strategic approach, prioritising efficiency, engagement, and profitability. Over the following pages, we take a look at how iconic Water Parks have shaped and continue to define water-based entertainment.



Soaky Mountain



Courtesy of ADG

Pioneering Classics

Schlitterbahn Water parks, Texas, USA

Opening in 1979, Schlitterbahn quickly became a leader in innovation. The 1990s saw the introduction of the Master Blaster, the world's first uphill water coaster. Schlitterbahn's use of natural spring water and integration with river environments set it apart, creating a distinctly Texan atmosphere.

Wet 'n Wild, Florida, USA

Founded in the late 1970s, Wet 'n Wild Orlando was one of the first to focus on high-capacity, adrenaline-pumping rides. Although it closed in 2016, Wet 'n Wild influenced modern water park designs by introducing multi-person tube slides and high-speed body slides.

Disney's Typhoon Lagoon, Florida, USA

Opening in 1989, Typhoon Lagoon set a new standard by blending immersive theming with state-of-the-art attractions. With a tropical island narrative and features like the world's largest wave pool and the Crush 'n' Gusher water coaster, Typhoon Lagoon highlighted how cohesive theming could elevate the guest experience.

Modern Icons

Siam Park, Tenerife, Spain

Opened in 2008, Siam Park is often hailed as one of the best water parks worldwide. Its Thai-inspired design and innovative rides, like the Tower of Power, a near-vertical drop slide, have redefined water park storytelling. Siam Park also features one of the world's longest lazy rivers.

Yas Waterworld, Abu Dhabi, UAE

Launched in 2013, Yas Water world blends modern engineering with Emirati culture, featuring over 40 record-breaking rides. Its central theme, "The Legend of the Lost Pearl," incorporates pearl-diving heritage into the park's attractions.

Chimelong Water Park, Guangzhou, China

Part of Chimelong Paradise, this park exemplifies Asia's water park boom. With high-speed slides, massive wave pools, and advanced technology, Chimelong Water Park combines thrilling rides with Chinese cultural theming, positioning it as a leader in both innovation and cultural integration.

Notable Trends and Innovations

1. **Themed Storytelling:** Parks like Siam Park and Yas Waterworld demonstrate how narrative-driven designs can enhance guest engagement, turning rides into immersive adventures.
2. **Water Coasters and Hybrid Rides:** Water coasters, blending roller-coaster thrills with aquatic fun, have become a major draw. Innovations like magnetic-drive and conveyor lift systems push the boundaries of traditional water rides.
3. **Sustainability and Technology:** Water parks are embracing water filtration and recycling systems to minimise environmental impact. Digital innovations, such as wearable tech and virtual queue apps, enhance the guest experience and streamline operations.
4. **Cultural Integration:** Modern parks often incorporate local culture or mythology into their designs, such as Siam Park's Thai-inspired theme or Yas Waterworld's pearl-diving narrative, offering both entertainment and education.

Looking Ahead

The future of water parks will see more hybrid attractions combining virtual reality, gamification, and interactive storytelling. Sustainability efforts will grow, with parks adopting water conservation technologies. New parks in Asia and the Middle East will likely continue blending global IPs with local themes, ensuring water parks stay at the forefront of immersive entertainment.

Water parks have evolved into dynamic destinations that blend thrilling rides with cultural experiences. By incorporating innovative technologies, thematic storytelling, and sustainable practices, water parks are set to remain a major part of modern leisure and tourism for years to come.

Insights from the Aquatic Development Group (ADG)

ADG has been a key player in water park development, focusing on long-term operational efficiency and creating sustainable, profitable experiences. Ray Lauenstein, ADG's Director of Business Development, notes that water parks are now more than just slides, "they are integrated

entertainment destinations." ADG's approach to development prioritises guest experience and financial viability, positioning the company as a leader in the industry.

Water Parks as Drivers of Tourism and Economic Growth


Water parks are essential for regional tourism growth. For example, destinations in the Middle East and North Africa (MENA) have seen significant sector expansion. ADG's recent project in Oklahoma, OKANA, is an example of how water parks can drive local economies by integrating with museums and sports venues. Mayor David Holt of Oklahoma City highlighted the economic impact of tourism, which attracts millions of visitors and generates billions in revenue.

Emerging Trends

1. **Interactive Media Integration:** Digital overlays are enhancing guest experiences by adding new dimensions to attractions.
2. **Inland Surfing:** Surf experiences are gaining popularity, offering accessible attractions for all skill levels.
3. **Year-Round Operations:** Parks are increasingly incorporating indoor attractions to extend their operational seasons.
4. **Premium Experiences:** Luxury offerings, such as exclusive cabanas and personalised services, are shaping park design and revenue models.

The Economic and Community Impact of Water Parks

Water parks generate jobs and stimulate local economies through increased spending on hospitality, food service, and transportation. ADG's holistic approach to water park development ensures these venues remain sustainable, profitable, and integral to the communities they serve.

The water park industry is evolving in response to consumer demands, technological advancements, and economic shifts. With a focus on sustainability, premium experiences, and year-round viability, the industry will continue to thrive, and companies like ADG will play a crucial role in shaping its future. 



RolbaLoisirs

Full-service innovator & supplier to the global water parks industry

RolbaLoisir, based in Barcelona, Spain, was founded 22 years ago. The company's CEO, with over 35 years of experience in the water park sector, brought a wealth of knowledge to the business. Initially operating with just four employees, the company has since expanded to a team of 20 professionals. These experts specialise in the design, creation, and installation of water parks and theme parks across Europe, parts of South America, and Asia, with notable projects in China, Korea, and Vietnam.

Thanks to its advanced expertise and technological capabilities, Rolba Loisir is able to design a limitless variety of water and dry sports facilities, all crafted from glued laminated wood with a rot-proof coating. Regarding their recent ventures, CEO David Cappelletti shared some insights on their latest projects with InterPark.

Water World Park Lloret del mar (Girona)

We have just completed a very large conveyor for five-seater boats for the Water World water park in Lloret del Mar (Girona area).

It is 50-metres long, developed with a 33.5° slope.

The passage width is three-metres. It has a capacity of 14 boats and a single 3kw motor. It consumes very little energy. Several speeds are possible, and an automatic system is included in the process if the client so wishes.

Tests are currently being carried out and it is expected to open to the public in mid-May.

Water park Aqua Brava Roses (Girona)

We have studied and built a 300-metre long lazy river with a new 100% safe jet pump system. Five jet pump units are installed for a speed of up to 0.7 M/s maximum, as the customer wishes. The width of the river is 3.5-metres with a capacity of approximately 800 people at the same time. We have incorporated a Typhoon River system into this river, which allows for waves up to 600mm high which will give the customer adrenaline on portions of the river. Opening scheduled for early June.

Water park Oasiria a Marrakech in Morocco

We created a free fall of 19-metre in height and a maximum slope of more than 60°. Adrenaline guaranteed, the attraction is a real success and has given new life to the water park which was created in 2005 by our company Rolba Loisir.

Water park Aqua Brava Roses (Girona)

At the end of last year we built a new slide in the X Jump area, which is dedicated to customers looking for thrills. The Aqua Whyz tubular slide, 1-metre in diameter, opens at the exit for a breathtaking, dizzying fall with a jump into the pool, which is almost 6-metres long. We did the tests at the end of last year and the slide should be open for the 2025 season. 📍



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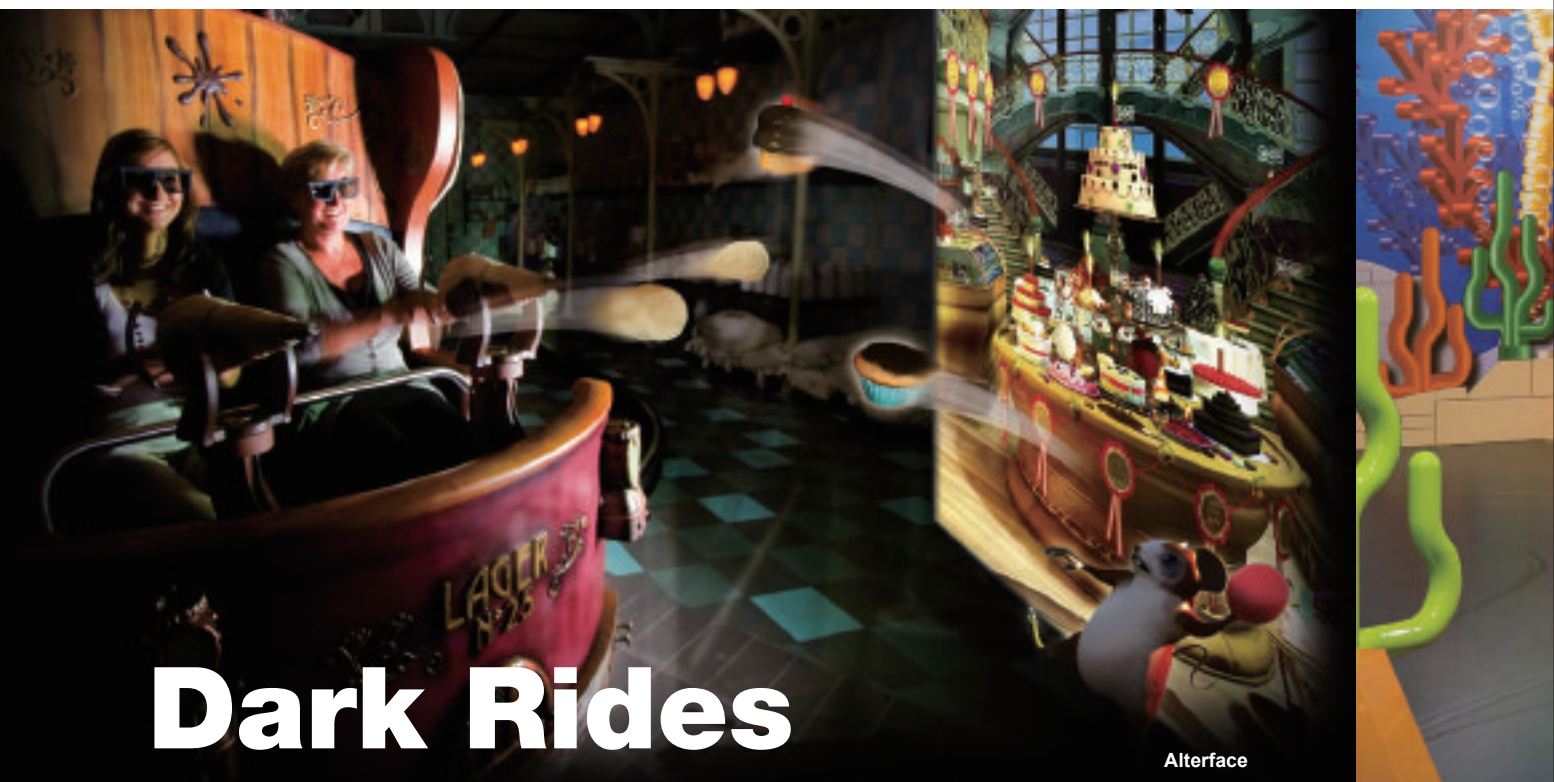
ABOUT US

We specialize in the leisure industry and in particular in the design, creation and installation of water parks and theme parks throughout Europe and to some extent in North Africa and South America.



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Dark Rides

Alterface

30 Years of Innovation and Immersion

Over the last three decades, dark rides have transformed from simple track-based storytelling experiences into fully immersive adventures that blend cutting-edge technology with unparalleled theming. From the rise of multimedia integration to the expansion of trackless ride systems, the industry has seen a renaissance of creativity, spearheaded by some of the biggest names in themed entertainment manufacturing.

The Shift in Dark Ride Technology

Early Days: The Classic Dark Ride (1990s-2000s)

In the early 1990s, traditional dark rides relied on practical sets and animatronics. These rides typically followed a pre-determined track with guests seated in a vehicle that moved through different scenes. Companies like Sally Dark Rides and Mack Rides were among the early pioneers, producing rides that adhered to this classic formula.

During this time, practical effects and animatronics were the gold standard. Classic examples include attractions we've already discussed in this edition, such as Disney's Haunted Mansion and Pirates of the Caribbean, which relied on detailed physical

sets and mechanical figures. However, limitations in movement and interactivity meant that these rides, while beloved, were relatively passive experiences.

The Rise of Digital Projection and Interactivity (2000s-2010s)

As theme park technology advanced, digital projection and interactive elements revolutionised the industry. In the early 2000s, dark rides incorporated screens and special effects, enhancing immersion beyond static sets and figures.

An early example was Men in Black: Alien Attack (Universal Studios Florida, 2000), which added a game-like element where guests shot targets to earn points.



Oceaneering Entertainment Systems – Motion-Based Innovation

Oceaneering is known for motion-based ride vehicles, often in immersive, media-heavy attractions. Transformers: The Ride-3D (Universal Studios, 2011) revolutionised the integration of real-world sets with CGI action, making guests feel like they were part of a Hollywood blockbuster.

Trackless Ride Systems and Advanced Motion Simulation (2010s-Present)

A major breakthrough in dark ride technology was the advent of trackless ride systems, pioneered by companies such as ETF Ride Systems and Oceaneering Entertainment Systems. Unlike traditional rides that followed fixed tracks, trackless rides allow vehicles to move dynamically, offering a more free-flowing and unpredictable experience. This technology has been fast moving and beautifully realised in the latest offerings: Erratic Dark Rides by Alterface Projects and BoldMove Nations' newest concept of the trackless ride system: Rogue Rides.

Key Manufacturers Leading the Way

Several manufacturers have dominated the dark ride industry over the past 30 years, each specialising in different aspects of ride innovation.

Sally Dark Rides – Masters of Interactivity

Sally Dark Rides specialises in interactive dark rides, where guests engage through shooting mechanics or other elements. A standout is Justice League: Battle for Metropolis (Six Flags, 2015-present), combining practical effects, animatronics, and interactive elements for an immersive superhero experience.

ETF Ride Systems – Trackless Pioneers

ETF specialises in trackless ride technology, allowing vehicles to move freely within ride spaces. Some of its most notable projects include:

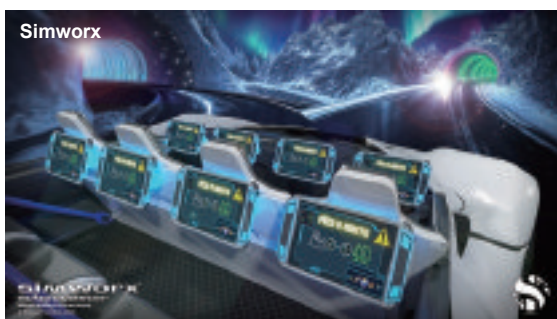
- Symbolica (Efteling, 2017) – A visually stunning fantasy adventure that lets guests choose different paths.
- The Enchanted Greenhouse (Six Flags Qiddiya City, 2025) – An immersive attraction where guests explore an elaborate Victorian inspired greenhouse. Trackless vehicles drift through multiple settings.

Dynamic Attractions – High-Tech Motion Rides

Known for motion-based ride platforms, Dynamic Attractions developed KUKA robotic arm technology used in Harry Potter and the Forbidden Journey (2010), enabling ride vehicles to tilt and pivot with on-screen action for a stunning flight illusion.

Alterface Projects – New IP's and Erratic Ride platform

Breaks new ground with unique new IP themes and developed the Erratic Ride system, turning the smallest footprint into a viable dark ride location.



Landmark Dark Rides of the Last Three Decades

To appreciate the evolution of dark rides, here are key attractions that defined different eras:

The Amazing Adventures of Spider-Man (1999, Islands of Adventure)

This ride set the standard for blending 3D visuals, physical sets, and motion simulation, creating a thrilling comic-book adventure that remains iconic.

Harry Potter and the Forbidden Journey (2010, Universal's Islands of Adventure)

This attraction introduced KUKA robotic arm technology, offering unmatched movement and immersion, making guests feel like they were flying through Hogwarts.

Mystic Manor (2013, Hong Kong Disneyland)

A standout example of trackless technology, this ride featured randomized movement and an original Disney story, not based on an existing IP.

Star Wars: Rise of the Resistance (2019, Disney's Hollywood Studios)

A groundbreaking ride, combining massive practical sets, trackless technology, animatronics, and live-action elements for a Star Wars movie-like experience.

Mario Kart: Bowser's Challenge (2023, Universal Studios Hollywood)

This next-generation dark ride blends augmented reality (AR) with physical sets, letting guests interact with a digital world while racing in Mario Kart.

The Enchanted Greenhouse (2025, Six Flags Qiddiya City)

The Enchanted Greenhouse represents a significant leap forward in dark ride design. By combining Jora Vision's immersive storytelling and theming, Alterface's innovative interactivity, and ETF's advanced ride systems, the attraction offers a multi-layered experience that caters to a wide range of guests.

Triotech – Integrating VR and 4D Effects

Bringing a focus on media-based dark rides, integrating virtual reality (VR) and 4D elements. Notable examples include:

- *Ninjago: The Ride* (2016, Legoland parks) – Uses hand gestures instead of physical blasters for interactive gameplay.
- *Voyage to the Iron Reef* (Knott's Berry Farm, 2015, now rethemed) – A media-based shooter with 3D visuals and motion.

BoldMove Nation – Story telling and cutting-edge technology

Holistic approach working with master planners, engineers and theming specialists to create immersive attractions. Notable projects include *Smash & Reload* at Le PAL in France which uses the TooMush IP.

Looking to the Future

How will dark rides evolve with advancements in AI, real-time customisation, and projection mapping? Can future innovations push boundaries further? Key areas include:

- Haptic feedback – Letting guests physically feel sensations.
- AI-generated branching storylines – Personalised experiences based on guest input.
- Enhanced interactivity – Real-time customisation of experiences.

To explore this, we spoke with Terry Monkton, CEO of Simworx, on how manufacturers stay ahead of the curve.

“At Simworx, we aim to push storytelling and interactivity to exceed guest expectations. We integrate haptic feedback not just for intense sensations like spacecraft lifts, but for subtler touches, such as rain or wind. These enhance immersion and sometimes even create jeopardy. Our 4D Cinema Seats and Pegasus Flying Theatre are the most popular products for this tech.

Trackless dark rides, like our AGV system, give guests a sense of unpredictability with multi-directional movement and speed. But we’re taking it further with group-vote technology, allowing guests to influence the ride’s course. This increases engagement, making riders active participants rather than passive observers. Guests can choose alliances, solve puzzles, or navigate challenges, adding layers of excitement and re-rideability.

AI-driven content will also enhance experiences. Using RFID tags, we can track guests across the park and unlock unique interactions and alternate endings through AI and real-time rendering. This allows for dynamic, personalised narratives within a ride.

As technology advances, dark rides will continue to blur the lines between theme parks, video games, and cinema, making the next 30 years even more immersive and magical.”




Terry Monkton, Simworx

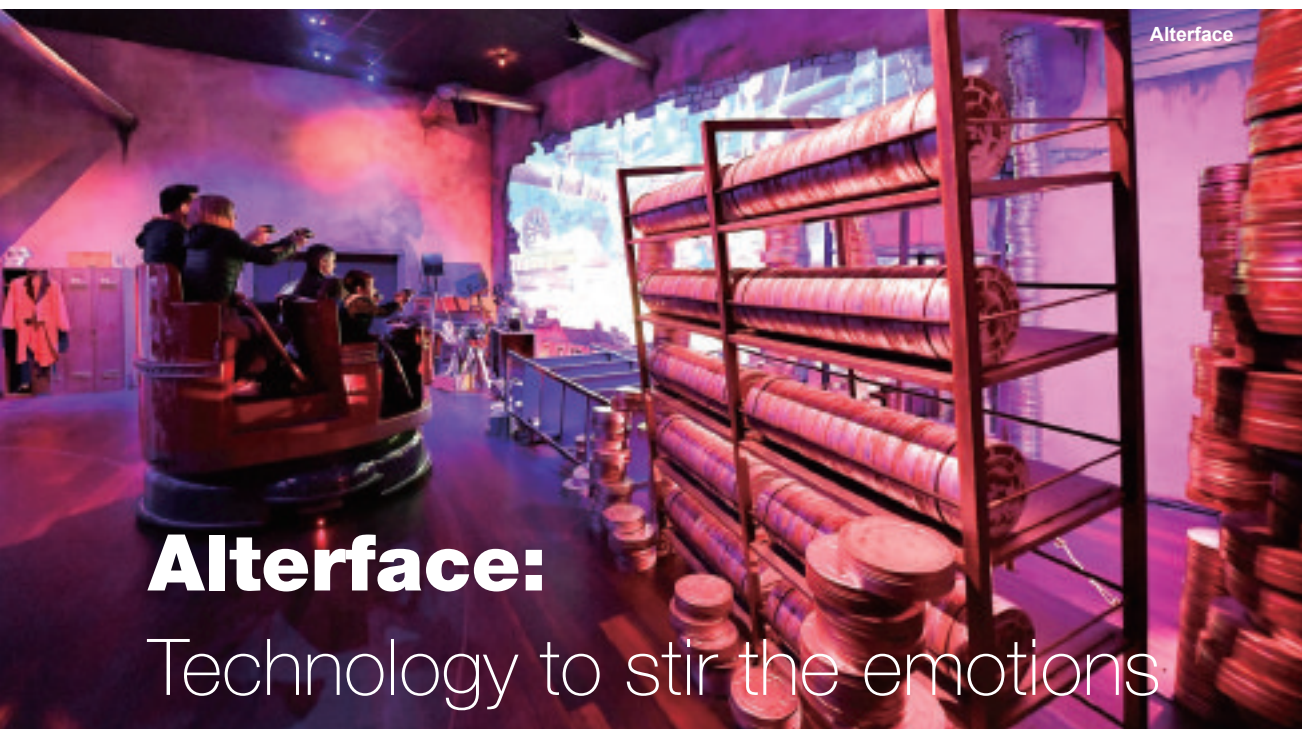
Examples of dark rides with haptic technology:

1. Avatar Flight of Passage (Disney’s Animal Kingdom, 2017) – Guests ride a motorbike-style vehicle mimicking a banshee’s breathing and movement. Haptic actuators simulate the creature’s motions, enhancing the immersive flying experience.
2. The Amazing Adventures of Spider-Man (Islands of Adventure, 1999) – Heat, water, and physical effects paired with motion simulation create sensations of explosions and Spidey’s acrobatics, making the superhero experience feel more tangible.
3. Star Wars: Rise of the Resistance (Disney’s Hollywood Studios, 2019) – Seat rumbling, floor vibrations, wind, and temperature changes simulate blaster fire, spaceship movements, and escape pod drops, enhancing the Star Wars experience.
4. Ninjago: The Ride (Legoland Parks, 2016) – Gesture-based controls and haptic vibrations create an immersive, intuitive experience, removing the need for physical controllers while enhancing the action.

These rides use haptic technology to engage the sense of touch, deepening immersion and making the experience feel real.

AI-Generated Branching Storylines:

Star Tours – The Adventures Continue (Disney Parks) – This ride offers semi-randomised experiences with multiple storylines, creating hundreds of variations. The algorithmic selection encourages repeat rides with different destinations, like Hoth, Tatooine, or Exegol. While not fully AI-driven, it hints at the potential for more interactive, dynamic storytelling. 



Alterface:

Technology to stir the emotions

With over 20 years of experience in interactive technology development and more than 65 interactive dark rides installed worldwide, Alterface is a key player in the evolution of dark rides, particularly from an interactive perspective.

Founded in 2001 as a spin-off from the University of Louvain-la-Neuve (UCL), Alterface provides both technology and turnkey solutions for the interactive attractions industry. Its media-based solutions for interactive dark rides have made the company a global leader, combining technical expertise with creative talent to deliver unprecedented guest experiences.

Approach to Interactivity

For Alterface, interactivity is at the core of the experience. It immerses guests in the story, transforming them from passive observers to active participants. The focus is on family and group engagement, with technology remaining seamless so that interactions feel natural, intuitive, and effortless, ensuring full immersion without distractions.

The Evolution of Dark Rides

Dark rides have a rich history, grounded in established design principles and storytelling traditions. When interactivity was introduced, it was thoughtfully integrated to enhance, not disrupt, the experience. Alterface has always ensured that interactivity complements the essence of dark rides,

adding engagement while maintaining their core appeal.

As technology evolved, Alterface adapted its approach to create interactive experiences that seamlessly blend with dark ride storytelling. The company has mastered cutting-edge technologies—from mobile animatronics to transparent screens—focusing not just on the technology itself, but on crafting illusions that serve the story and immerse guests in a magical experience. With growing demand for more immersive attractions, Alterface pioneered the Erratic Ride concept, first realised in Popcorn Revenge at Walibi Belgium.

Major Projects and Milestones

2006: Desperados – The World's First Interactive Theatre

In 2006, Desperados revolutionised theme park entertainment as the world's first interactive theatre at Bobbejaanland, Belgium. Unlike traditional cinemas, guests actively participated in the experience, shaping the outcome. Set in the Wild West, visitors rode motion-based saddles and aimed at outlaws on a large screen. Its success led to global installations.

2008: Reset Anno Zero – First Interactive Dark Ride with Media-Based Technology

Reset Anno Zero, opening in 2008 at Mirabilandia, Italy, was the country's first interactive dark ride. Alongside Toy Story Mania! at Disney, it was one

of the first rides to feature interactive media technology. Rich theming and advanced technology made it a groundbreaking success.

2009 – Present: Lego Interactive Dark Ride – Widely Replicated Attraction

Since 2009, Alterface has collaborated with Merlin Entertainments to develop an interactive dark ride in 27 Lego and Legoland Discovery Centres worldwide. This high-capacity ride engages young Lego enthusiasts with humor and action, becoming one of the most replicated interactive dark rides globally.

2011: Maus au Chocolat – Iconic 3D Interactive Dark Ride

Debating at Phantasialand, Germany, Maus au Chocolat was Alterface's first major project, introducing 4D shooter gameplay. Guests use "pastry bags" to shoot frosting at mice in a bakery, earning points while enjoying a family-friendly experience that remains a top attraction.

2011: Huntik – The World's First Motion-Based Interactive Dark Ride

Huntik – The Secret of the Templars, opening at Magicland, Italy, was the first dark ride to combine motion-based vehicles with interactive gameplay. This innovation was followed by Justice League: Battle for Metropolis in 2015, which became a successful, nationwide series.

2019: Popcorn Revenge – Non-Linear Erratic Dark Ride

Popcorn Revenge at Walibi Belgium introduced the Erratic Ride system, offering a non-linear experience where vehicles follow unpredictable paths before synchronising in a final "ballet." Guests use caramel dispensers to stop mischievous popcorn characters, triggering dynamic interactive effects across multiple scenes. The ride's compact 400sqm footprint maximises capacity while delivering a high-energy, media-rich experience.

The development of the Erratic Ride system involved creating new technology and tools, including a simulator to visualise ride paths and gameplay. Popcorn Revenge received numerous accolades, including a Thea Award and a European Star Award for Best Family Attraction in 2019. 🏆



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BoldMove Nation:

Transforming dark rides

Dark rides have evolved from simple themed attractions into immersive experiences that combine storytelling, technology, media screens, action, and interactivity. At BoldMove, the company continually innovates by merging the latest technologies with creative design to deliver unique, fun family attractions.

BoldMove recently introduced the Rogue Rides trackless system, designed to take dark ride experiences to new heights. This system will power the next-generational Smash & Reload, an interactive dark ride with dynamic gameplay.

In addition to custom dark rides, BoldMove launched the Spinfinity Dark Coaster, an attraction that blends the excitement of a coaster with immersive dark ride storytelling. Riders enjoy thrilling coaster dynamics in


the open air, then seamlessly transition to an indoor world with captivating theming, projections, and effects.

The indoor sections offer creative storytelling possibilities that bring intellectual properties (IPs) to life, evoking strong emotions. By repurposing unused buildings, the Spinfinity Dark Coaster reduces costs and environmental impact, offering a sustainable attraction solution.

Rogue Rides, powered by BoldMove Nation, introduced the Lola, an advanced trackless ride system with omni-directional movement. Featuring SLAM technology for precise vehicle positioning, the system enables dynamic, rail-free movement. Vehicles are fully customisable and support media integration, sound, and interactivity.

The Lola prioritises easy maintenance with continuous battery recharging and advanced software for ride management. Mecanum wheel technology allows versatile movement, including sideways and diagonal motion. Safety features and high-quality lithium batteries ensure reliable, low-maintenance operation.

This system offers flexibility, quick design modifications, and a fully immersive 360° experience. The user-friendly control panel and integrated show control software simplify attraction management, making it perfect for regional parks with limited budgets looking for high-end dark rides.

Benoit Cornet said: "With its ground-breaking trackless system, Rogue Rides is transforming themed entertainment. Precision engineering, omni-directional motion, and customisation set the stage for the next generation of immersive attractions." 



About Rogue Rides

Rogue Rides offers trackless ride systems for unmatched fun. Designed with proven technologies, these vehicles provide immersive experiences without fixed tracks or rigid paths—just freedom. Developed by expert engineers, Rogue Rides combines sleek comfort with top-tier innovation.

With 30 years of dark ride expertise and 15 years in robotics, Rogue Rides meets industry standards. The systems are easy to install, maintain, and integrate, offering the best price-to-quality ratio. Based in Brussels, the company partners with organisations across the Middle East, US, and Asia.



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ETF

ETF Ride Systems:

Over 25 years of dark ride innovation

Timeless Favourites

For over 25 years, ETF Ride Systems has led dark ride development, blending technology with theme park storytelling. Its longevity is remarkable, with more than 750 vehicles worldwide. A well-designed dark ride can last for generations.

Challenge of Tutankhamon at Walibi Belgium, one of ETF's earliest dark rides, was recently refurbished to meet modern tech standards, ensuring easy maintenance and long-lasting entertainment. This proves that with care and innovation, fan favourites can become timeless classics.

Global Impact: From Legoland to Symbolica

ETF Ride Systems has expanded globally, including in Legoland Discovery Centres with ETF systems featured in 20 locations worldwide. Iconic attractions like Symbolica at Efteling demonstrate ETF's ability to combine immersive storytelling with technology. The latest project, The Enchanted Greenhouse at Six Flags Qiddiya City in Saudi Arabia, will feature 12 trackless vehicles navigating a 1,300m² environment for an innovative immersive experience.

Trackbound vs. Trackless: Debunking a Common Myth

A common myth is that trackbound dark rides are more affordable than trackless ones. ETF's trackless rides often cost less due to fewer materials, simpler infrastructure, and reduced installation time. They also require less maintenance and offer greater design flexibility, ultimately resulting in a lower Total Cost of Ownership (TCO).

Innovation and Sustainability

Indoor attractions are on the rise, driven by climate control needs and compelling storytelling. Key trends shaping the future of dark rides include:

- **Immersive Experiences:** Advances in VR, AR, interactive audio-visuals, and motion tech are enhancing storytelling.
- **Eco-Friendly Materials:** ETF focuses on energy-efficient, sustainable practices in construction and operation.

- **Inclusivity:** All of ETF's current projects prioritise accessibility, such as wheelchair-accessible vehicles, broadening the audience for dark ride experiences.

New Ride Technology: Dynamic Mover

ETF's latest vehicle, the Dynamic Mover, combines advanced tech with unmatched flexibility. With omni-directional movement and 360° chassis rotation, it enables dynamic experiences. Optical navigation systems eliminate the need for physical tracks, speeding up movement and improving sustainability.

Conclusion

For over 25 years, ETF has set the standard in dark ride innovation. Whether upgrading classic rides, implementing cutting-edge tech, or developing new systems, ETF shapes the future of dark rides. 🎢

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InterPark 30th Anniversary Spring Edition





InterPark met up with Alexander Bresinsky, Director of Business Development at Simtec Systems to learn more about his passion for technology and his entry into the industry.

At the Dawn of Simulation in the Entertainment Industry

"My career began over 30 years ago in Los Angeles. I miraculously landed in the wonderful industry of themed entertainment, which uniquely combines creative thinking and technical challenges to develop exciting attractions. This was a perfect fit. I have always thrived at the intersection of art and science.

As a student and prospective engineer for theatre and entertainment technology, a new study in Germany in the early 1990s, I wanted to escape the then somewhat dusty German entertainment industry and was looking for an opportunity to work in the increasingly popular field of visual film effects, a job that, at the time, was physical and almost purely analogue, and above all required a lot of ingenuity and artistic ability.

Although my application as a non-US citizen was rejected by the most popular company of all, Industrial Light & Magic, I was lucky enough to be placed with a company I didn't know back then: Dream Quest Images in Los Angeles, which had built the largest motion control camera in the world at the time, an in-house development that had already won several Academy Awards for visual effects – especially for unique long shots over beautifully crafted models, for example for Total Recall and The Abyss. This technology became ideal for producing ride films for motion simulators, e.g. for a view out of a cockpit window as one long take without visible cuts.

Simtec

In 1992, the year I arrived, Dream Quest Images was commissioned to produce Batman Adventure - The Ride for Warner Bros. Movie World in Australia. This was the first closed-cabin simulator in a non-Disney theme park. Only a few years earlier, the first very successful simulator attraction in a theme park had opened with Star Tours.

I found myself in the middle of the first ride film production at Dream Quest - not only next to the engineering masterpiece, the high-precision motion control camera, but for the first time next to a large simulator platform weighing several tonnes, which moved 20 people in a cabin so effortlessly and smoothly via six hydraulic actuators that I will never forget this first behind the scenes look for the rest of my life. What significant impact it had on my career.

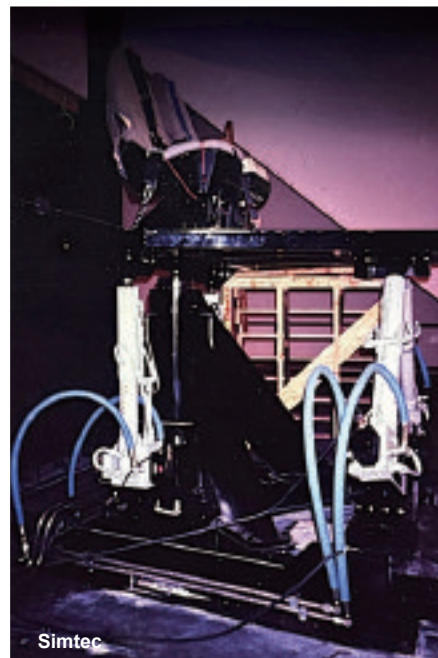
Dream Quest's success story in the simulation sector had only just begun. Together with Landmark Entertainment Group, it went on to produce Star Quest for the 1993 Expo in Daejeon, Korea, and Asteroid Adventure for Phantasia Land in Germany. Both were open-cabin simulators with an IMAX dome projection, based on the technical setup of the success story of Back to the Future: The Ride at Universal Studios.

Dream Quest was not only an Oscar-winning visual effects studio but became also a major influence on the development of simulators in the entertainment industry. About a third of the entertainment ride films produced in the first 10 years were made there. I was lucky enough to be involved in three of them. I learned a lot about the interplay between visual content and the possibilities of enhancing the story through physical motion. Something that becomes particularly impressive when the technical simulation system allows for high-resolution motion textures that, with the right creative approach, can add a lot of detail to the story, merging the physical experience with the visual.

One unforgettable moment from that time was the day I was approached by someone from Germany visiting Dream Quest. Bernd Kaufmann introduced himself as the founder of Simtec Systems, which, following developments in the field of professional flight simulator construction, had now been commissioned for the first time to build an entertainment system for Phantasia Land - 16 individual platforms for operation in a dome with an IMAX HD projection at 48 fps. For both Simtec and Dream Quest this was the most complex project ever realised. However, it became very successful after all and the simulators remained in operation for over 10 years until 2005.







I returned to Germany before the completion of that production and finished my studies by writing my diploma thesis on "Simulation in the Entertainment Industry". The excellent contact with Simtec and Bernd continued, and we regularly exchanged ideas on various topics and technical challenges. It took a long time, but in retrospect we finally came full circle last year when we realised that my future career path should lead me back to Simtec. During its time, the company has become one of the world's leading providers of customised complex simulation systems for major theme parks. I rediscovered much of the fascination and impressive inventiveness that excited me decades ago that Simtec still possesses today.

The entertainment industry and the world of attractions may have evolved since then, but the basic mechanisms have remained the same. The latest attractions benefit from special technical developments which, together with engineering experts and creative minds, have to be derived from the stories we want to tell our guests - not the other way around. I have retained my passion and enthusiasm for motion simulation and still see a lot of potential in the development of new types of simulator attractions.

InterPark has always been with me on this journey. I will never forget bringing back the first glossy issues from IAAPA and devouring every page with enthusiasm (remember, this was life before the internet). An issue entitled "Simulation - Are we ready for take-off?" still has a special place in my analogue archive.

I congratulate InterPark on 30 years in print and wish the team all the best for many more exciting decades and many more stories about exciting adventures in the world of themed entertainment". 📖



Making Memories

There's a saying often attributed to a wise old sage: "Choose a job you love, and you'll never have to work a day in your life." While that may ring true for some, we suspect this sage never had to deal with looming deadlines! A sentiment more familiar to readers of InterPark might be: "You have the best job in the world!" And we couldn't agree more. We're fortunate to work in an incredible industry that creates magic, spreads joy, and leaves lasting memories for millions of people, regardless of age or background. Some of us even get to travel the globe. But beyond the perks, it's the friendships and shared experiences that truly make this work invaluable.

This year, InterPark will delve into this personal archive of memories, sharing heartfelt stories from industry colleagues. If you have a story to tell, we'd love to hear from you. Reach out to join the conversation and be part of something special in future editions.



Lars Nielsen: AttractionBiz

■ *What are your early memories of theme parks or attractions?*

My parents are just as fond of amusement parks as I am, and I have therefore visited many parks around Europe throughout my childhood. The clearest memories are of course from parks local to me such as Tivoli Gardens in Copenhagen, Denmark, where the old wooden roller coaster, the former blue wagon dark ride and the carousel Kålormen stand out clearly in my memory. However, it is Gardaland in Italy that I have the strongest memory of. It had the Astraline Saturn 7 – a simulator ride that I had never seen before and was very impressed by.

■ *Can you share a memorable “behind-the-scenes” moment that still makes you smile today?*

I am a huge fan of Disney, and as a child I remember leafing through my older brother's book about Walt Disney World. It described the park's Utilidors (underground tunnels used by cast members) - so when, many years later, I had the opportunity to experience the park's Utilidors for myself, it was a childhood dream come true.

■ *Which classic ride from earlier days do you miss the most?*

I remember from my childhood the Umbrellas in Tivoli Gardens. A swing carousel that I remember as completely fanciful. I have often missed that!

■ *What lasting friendships have you formed within our industry?*

Many! And some are more than just friendships. They're like family.

■ *Can you describe a time when a small idea unexpectedly turned into something magical for guests?*

Several years ago I made two small parade/event floats for Heidepark. A cannon and a big hat with balloons. The two projects started as crazy ideas, but developed into great joy for the park's guests.



- *What advice would you give to newcomers who are just starting their journey in the attractions industry?*

Be persistent, be curious, work hard and keep going after your dreams!

- *Who are some of the most inspiring people you've met or worked with?*

There are many. Without mentioning names, I am thinking of former designers and storytellers at Europa Park, creatives at Tivoli Gardens, project managers at Phantasia Land and Disneyland Paris, plus many more. However, there are two that stand out. Tivoli's former CEO, Lars Liebst, who has had an enormous impact on the Tivoli Gardens we know today, and Andreas Veilstrup Andersen, who in 2005, helped me realise my dream of becoming part of this fantastic industry.

- *What attraction has impressed you the most over the years?*

I will never forget the first ride in Pirates of the Caribbean at Disneyland Paris in 1992. Wow!!

- *What attractions are a part of your personal or family's memories?*

Oh, so many. With my dad it's the old roller coaster in Tivoli Gardens, with my mum the Ballongyngen-ferris wheel in Tivoli Gardens, with my son it's Helix in Liseberg, with my daughter Droomvlucht in Efteling and with my wife it's the Golden Tower in Tivoli Gardens.

- *What is the most creative or innovative project you've been a part of, and what made it stand out?*

I have two projects that stand out in their own way. I was lucky enough to be a supplier to Phantasia Land when they built Rookburgh – a fantastic project that, with a unique theme and a keen attention to detail, was different from everything else seen in the industry. The other project is Rulantica in Europa Park. Designing a water park completely different from pirates, palm trees and a Hawaiian atmosphere is really innovative.

- *How do personal passions influence the work you do in creating unforgettable attractions?*

I am truly passionate about what I do. I am personally involved. I personally get very sorry if something

goes wrong, and I am personally very proud when the projects are delivered and both the customer and guests are happy. When I visit parks with family and friends, I always proudly point out and say that "I delivered that decoration" or "I delivered those towers" and "I was behind that fountain".

- *Reflecting on your career, what moment are you most proud of?*

The day in 2010 when I was invited to join the IAAPA EMEA Education Committee. It was huge!

- *What unexpected trend or shift do you believe will shape the future of attractions and entertainment?*

I don't think it's an unexpected shift but a direction that will certainly have a greater impact than it has today. Healthy amusement parks: In many parts of the world today, there are more overweight people than healthy-weight people, and this poses a huge health risk to our society. We have already seen the introduction of healthy vegan F&B alternatives to fast food in the parks, rides where you have to pedal yourself, and the like. However, I think that in the future, we will see even more of this trend, which also ties in very well with sustainability initiatives.



Tivoli Gardens



Elizabeth Ringas: American Coaster Enthusiasts

- *What were your early memories of a theme park or attraction, and how did it inspire your career or passion for the industry?*

Two vivid memories fuel my commitment to helping enthusiasts find community within American Coaster Enthusiasts—both involve riding alone.

As a child, I couldn't wait for one more ride. Each summer, my parents took me to Carowinds, where I marvelled at Carolina Cyclone and White Lightning before heading to Scooby-Doo. I rode for hours while my parents "held down the bench." The moment my coaster returned to the station, I was off for another ride—countless rides in a day.

As a teenager, little changed except my height and courage. I ended nights on Vortex while my parents

and even my friends watched from a bench, patiently supporting my passion.

These memories drive me to create experiences where both riders and non-riders can share the joy of the park together.

- *Can you share a memorable behind-the-scenes moment that still makes you smile today?*

Mr. Freeze at Six Flags St. Louis gave me my favorite behind-the-scenes experience—a tour of its infield. I'll never forget my son's smile as he watched it crest the top hat element, expanding his passion in that moment.

- *Which classic attraction or ride from the early days do you miss the most, and why?*

My heart still races for a ride on a Baynum curve. Its speed once intimidated me, but the physics fascinated me. Watching it in motion was a clear lesson in science.

This ride remains a key part of my love for parks, reminding me that great ideas don't have to be complex—we just need to observe, listen, and think.

- *Can you describe a time when a small idea unexpectedly turned into something magical?*

In 2020, we wondered how to bring solace to those missing Coaster Con. A simple idea—hosting speakers and games during the planned week—quickly grew. ACE volunteers created a full slate of digital programming, hosting 16 events last year. What started as a way to bring joy during the pandemic became a lasting membership benefit.



- *What advice would you give to newcomers who are just starting their journey in the attractions industry?*

Be yourself and share your ideas. This industry thrives on uniqueness, passion, collaboration, and big ideas—follow your heart and bring your personal best.

- *How do you keep the spirit of nostalgia alive in your work while embracing modern advancements?*

To stay connected to the nostalgia and impact of my younger days, I reflect on key memories—my tween and teen years at Carowinds, a first date at an amusement park with my now husband, the comfort of Kings Island after moving to a new state, and countless park visits with my children at every stage of their lives.

I focus on the moments that remain vivid and evoke strong emotions, using them to guide priorities and big ideas. This ensures I stay focused on creating meaningful experiences while embracing opportunities for technological enhancements.

- *Who are some of the most inspiring people you've met or worked with?*

I'm inspired by industry leaders who embrace my core values, showing that failure is part of growth and big dreams are worth pursuing. Working alongside those who foster learning, collaboration, and strategic thinking drives me to keep growing and to cultivate the same culture within ACE.

- *What attractions have been a big part of your personal or family's memories?*

One of our family's most cherished traditions is visiting a new amusement park each year. Planning and exploring together created unforgettable moments as we balanced five different wish lists in a single visit.

For our family, no ride is more special than Griffon at Busch Gardens Williamsburg. With five of us, riding a coaster together was rare—until Griffon opened. I eagerly awaited the day all my children were tall enough, and when that moment came, we paused for a family photo before boarding the front row. It was worth the wait and remains our go-to ride for shared experiences and great group photos.

- *How have you seen guest expectations evolve, and what's the secret to continuously delighting audiences?*

The secret to continuously delighting audiences is to stay solution-focused, listen openly and ensure a strong infrastructure. Let everyone be heard—while we may not always integrate their dreams and wishes, it's important to pause and listen because everything we offer in this industry started with an idea.

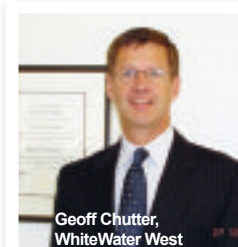
- *Reflecting on your career, what moment or project are you most proud of, and why does it stand out?*

Griffon holds a special place in my life, but one moment stands out—I said yes. When their planned on-ride interviewee fell through, I was asked to go live for the day. My instinct was to say no, but I faced my fear and took the seat with apprehension and determination. That ride revealed a new skill and boosted my confidence, ultimately setting me on the path to ACE's executive committee and, eventually, the presidency. 📺



Remembering Pearls of Wisdom

At InterPark, we've always prided ourselves on asking the tough questions when we interview industry experts. But every now and then, our conversations take an unexpected turn, with witty remarks or surprising personal insights that leave us with more than just answers. We've gathered quotes from some of the brightest minds we've interviewed, but here's the twist: we're not telling you who said what—you'll have to rely on your familiarity with their style and wisdom to make the right match. Ready to flex those memory muscles and prove you're the ultimate industry insider?



I'm good at Suduko

I'm reading Getting things done ... and hoping it helps

If I could, I would go back to the beginning and do it all again!

To really chill out I ride Troy, our woody

I'd love to run politically again to effect change in public policy

I always laugh at Arrested Development (the US TV comedy)

Watch out I'm good at Judo!

My favourite band is ZZ Top

Not a lot of people know this, but I'm very good at sailing. I spent three years sailing in the Mediterranean.

I like to pick wild Porcini mushrooms in the Appennins mountains

International trade events play a pivotal role in the attractions industry. Whether you're exploring the latest games, props, or technology, attending educational sessions, or simply networking, these events serve as a direct path to decision-making and the influencers behind those decisions.

For exhibiting companies, these events are vital for launching new products, reconnecting with both new and long-standing clients, and reinforcing their brand's presence.

In this edition, we continue our spotlight on the MENA region with our exhibition highlights, while also sharing a collection of cherished photographs from past global events. Many of these images will feature familiar faces—some of whom are no longer with us—but they are all reminders of joyful moments and the colleagues and friends who make the journey across continents truly worthwhile.



Archive selection of pictures from past editions of InterPark

The ATRAX Exhibition

Since its inception in 2012, the ATRAX Exhibition has evolved into Turkey's premier international trade fair for the attractions, parks, and leisure industry. organised annually by Tureks International Fairs, ATRAX serves as a pivotal platform for industry professionals to converge, showcase innovations, and explore emerging opportunities within the sector.

A Multifaceted Exhibition: Diverse Sectors Under One Roof

ATRAX's comprehensive approach is evident through its specialised thematic areas, each catering to distinct facets of the industry:

- **ATTRACTION:** This segment focuses on amusement, game, and adventure areas, encompassing equipment for amusement parks, theme parks, and interactive gaming experiences.
- **PARK:** Dedicated to parks, playgrounds, urban design, recreational and sports facilities, this area highlights urban furniture, landscaping products, and solutions for enhancing public spaces.
- **AQUAFUN:** Cantered on pools, spa-wellness centres, and water attractions, AQUAFUN showcases the latest in aquatic entertainment and relaxation facilities.
- **OUTDES:** Focusing on garden and outdoor design, this section presents products related to landscaping, green area solutions, and outdoor leisure amenities.



Archive selection of pictures from past editions of InterPark

The DEAL Exhibition

For 30 years, the Dubai Entertainment, Amusement & Leisure Exhibition (DEAL) has been the Middle East's premier trade event for the amusement, attractions, and entertainment industries. Launched in 1995, the event has become an essential platform for industry leaders, innovators, and investors to connect, showcase cutting-edge technology, and explore new business opportunities.

A Legacy of Innovation and Growth

From its humble beginnings, DEAL has grown into a powerhouse event that attracts exhibitors and attendees from over 40 countries. It has played a pivotal role in the development of the Middle East's entertainment sector, coinciding with the rise of world-class destinations such as Dubai's Global Village, Yas Island, and Expo City.

Over the past three decades, DEAL has seen revolutionary advancements, including the introduction of virtual reality (VR) attractions, next-generation arcade gaming, and the rise of immersive entertainment experiences. The exhibition has also been a catalyst for the development of major projects such as the expansion of theme parks like Motiongate Dubai, IMG Worlds of Adventure, and the continued evolution of indoor family entertainment centres (FECs).

Major Exhibitors and Industry Leaders

Some of the biggest names in the amusement and attractions industry consistently showcase their latest innovations at DEAL. Among the key exhibitors from the Middle East are:

- **Amusement Services International (ASI):** A leading supplier of entertainment attractions, arcade games, and VR experiences, ASI has been a key participant in DEAL for decades. Led by CEO Prakash Vivekanand, ASI has helped shape the region's entertainment landscape.
- **Warehouse of Games:** A Dubai-based powerhouse in arcade gaming and FEC solutions, Warehouse of Games provides some of the most sought-after amusement products in the region.
- **Al Hokair Group:** A Saudi Arabian leader in hospitality and entertainment, the group has developed over 70 entertainment centres and is continuously expanding its footprint in the sector.



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The SEA Expo

The Saudi Entertainment and Amusement (SEA) Expo is held at the Riyadh Front Exhibition & Conference Centre. SEA Expo has quickly become the Middle East's hottest gathering point for leisure and entertainment professionals, it continues to be a premier platform showcasing the latest innovations in amusement, theme parks, and entertainment technology.

Industry-Leading Showcase

With over 300 local and global brands participating, SEA Expo features ground-breaking advancements in virtual and augmented reality, immersive entertainment, traditional entertainment solutions, and more. The event attracts more than 15,000 industry professionals, creating a dynamic environment for international collaborations and substantial investment opportunities.

Networking and Knowledge Sharing

Beyond the exhibition floor, SEA Expo 2025 offers invaluable networking opportunities. Industry leaders such as Amusement Services International, Great Coasters International, Bertazzon, Intamin and Vekoma exhibit, providing attendees with direct access to top-tier decision-makers and cutting-edge innovations.

Co-Located with Saudi Light & Sound (SLS) Expo

SEA Expo 2025 will be co-located with the Saudi Light & Sound (SLS) Expo, further expanding its scope to include professional lighting design and audio advancements. This synergy provides a comprehensive platform for attendees to explore a diverse range of products and solutions, catering to the evolving demands of the regional and global entertainment industry.

A Strategic Gateway to Saudi Arabia's Entertainment Boom

With Saudi Arabia investing heavily in its Vision 2030 initiative, the SEA Expo serves as a strategic gateway for companies looking to capitalise on the Kingdom's rapid expansion in entertainment and leisure. The event's diverse exhibitor line-up and influential attendees solidify its status as a must-attend gathering for professionals aiming to stay ahead in the evolving entertainment landscape.



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The IAAPA Expo

Middle East 2026

The International Association of Amusement Parks and Attractions (IAAPA) is set to launch its inaugural IAAPA Expo Middle East from March 30 to April 2, 2026, at the Abu Dhabi National Exhibition Centre (ADNEC) in Abu Dhabi, UAE. This landmark event marks IAAPA's expansion into one of the fastest-growing leisure and entertainment markets in the world.

A Premier Platform for Industry Innovation

IAAPA Expos are renowned for their top-tier event management, comprehensive educational programmes, exclusive networking opportunities, and behind-the-scenes tours that provide invaluable industry insights. The Middle East edition promises to be no exception, bringing together professionals from across the attractions industry to explore the latest advancements in theme parks, water parks, family entertainment centres, immersive experiences, and cutting-edge technology.

Why Abu Dhabi?

As the capital of the United Arab Emirates, Abu Dhabi is the ideal host for this highly anticipated event. The city has made significant investments in the leisure and entertainment sector, solidifying its position as a premier destination for global tourism. Home to world-class attractions such as the theme parks on Yas Island, renowned cultural institutions like the Louvre Abu Dhabi and upcoming Guggenheim Abu Dhabi, and ground-breaking projects such as SeaWorld Abu Dhabi and the Natural History Museum, the Emirate offers a unique blend of innovation and tradition that perfectly aligns with IAAPA's mission.

What to Expect at IAAPA Expo Middle East 2026

- **Educational Sessions:** Featuring industry-leading speakers discussing market trends, innovative technologies, and business strategies.
- **Networking Opportunities:** Connecting key decision-makers, investors, and operators to foster new partnerships.
- **Trade Show Floor:** Showcasing cutting-edge products, services, and solutions from leading international exhibitors.



Courtesy of IAAPA



- **Behind-the-Scenes Tours:** Offering exclusive access to some of Abu Dhabi's most impressive attractions, providing insights into operations, technology, and guest experiences.

A Strategic Move for the Industry

Jakob Wahl, President and CEO of IAAPA, expressed excitement about the expansion, stating: "We are thrilled to bring IAAPA Expo to the Middle East. This region is experiencing tremendous growth and innovation, and we are eager to support and elevate the industry here." The event will play a crucial role in shaping the future of the attractions industry in the region, serving as a catalyst for investment, collaboration, and innovation.

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History



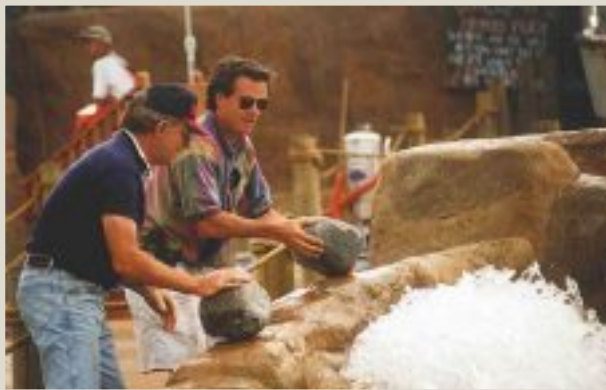
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MENA region



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Water Parks

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Suppliers

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CALENDAR

May 10-12 2025

2025 ASIA AMUSEMENT & ATTRACTIONS EXPO, China Import & Export Fair Complex, Guangzhou, CHINA
Contact: Tina Chang
Email: sales@grandeurhk.com
Website: aaaexpos.com

May 20-22 2025

Saudi Entertainment & Amusement Expo, Riyadh Front Exhibition & Convention Centre, Riyadh, SAUDI ARABIA
Contact: DMG Events
Tel: +971 448 0355
Email: info@dmgevents.com
www.saudientertainmentexpo.com

July 1-3 2025

IAAPA Expo Asia 2025, Shanghai New International Expo Centre (SNIEC), Longyang Road, Shanghai, CHINA
Contact: International Association of Amusement Parks & Attractions, 4155 West Taft Vineland Road, Orlando, Florida, USA
Tel: +1 321 319 7600
Fax: +1 321 319 7690
Email: iaapa@IAAPA.org
www.iaapa.org/expos/iaapa-expo-asia

August 21-22 2025

Fun Asia Expo, Hall D2, Jakarta International Expo, Kemayoran, Jakarta, INDONESIA
Contact: PT. Fun International, Suite 430, Gedung Pusat Niaga, Arena Pekan Raya Jakarta Kemayoran, Jakarta 10620, Indonesia
Tel: +62 21 2662 5386
Email: info@funinternational.co.id
www.funasiaexpo.co.id

August 27-28 2025

Theme Park – Water Park Expo Vietnam 2025, The ADORA Center, Ho Chi Minh City, VIETNAM
Contact: Fireworks Trade Media Co., Ltd. 18th floor, Indochina Park Tower 4, Nguyen Dinh Chieu, Da Kao Ward, District 1, Ho Chi Minh City, VIETNAM
Tel: +84 28 6654 9268
Email: viet@fireworksviet.com
www.themeparkvietnam.com

September 23-25 2025

IAAPA Expo Europe, Barcelona, SPAIN
Contact: International Association of Amusement Parks & Attractions, 4155 West Taft Vineland Road, Orlando, Florida, USA
Tel: +1 321 319 7600
Fax: +1 321 319 7690
Email: iaapa@IAAPA.org
www.iaapa.org/expos/iaapa-expo-europe

October 15-17 2025

Thailand Amusement & Attraction Parks Expo (TAAPE), Impact Exhibition Centre, Bangkok, THAILAND
Contact: Guangdong Grandeur International Exhibition Group, 7/F, Block C, Poly World Trade Centre, No. 1000 Xingangdong Road, Haizhu District, Guangzhou, China
Tel: 13104892856
Email: Sales@grandeurhk.com
Website: www.taapeexpo.com

November 5-6 2025

Land Leisure And Tourism Show 2025, NEC, Pendigo Way, Birmingham, UK
Contact: Agriconnect
www.familyattractionexpo.co.uk

November 18-21 2025

IAAPA Expo Orlando, Orange County Convention Center, Orlando, Florida, USA
Contact: International Association of Amusement Parks & Attractions, 4155 West Taft Vineland Road, Orlando, Florida, USA
Tel: +1 321 319 7600
Fax: +1 321 319 7690
Email: iaapa@IAAPA.org
www.iaapa.org/expos/iaapa-expo

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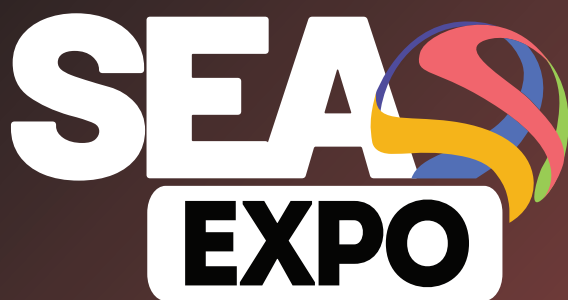
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